

**THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY
(THE CASE OF FLAMINGO HORTICULTURE KENYA LIMITED)**

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**A RESEARCH PROPOSAL SUBMITTED TO THE SCHOOL OF
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DECLARATION

This proposal is my original work and has not been presented for a degree in any other University

or anywhere else for academic purposes.

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Declaration by the supervisor

This research has been submitted with my approval as the Management University of Africa.

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DEDICATION

I dedicate this research project to my beloved wife Hellen Wambui. Gitene, the sons Ethan Kimani. Gitene, Marcus Gatimu. Gitene, Daughters Faith Wairimu. Gitene, Penninah Wambui. Gitene, Fair trade officer Flamingo Horticulture Kenya Margrate Mwingirwa, Training manager and also fair trade officer Naivasha region Susan Akello, and lastly to the entire central committee for fair trade Kenya for their financial support and moral encouragement toward my professional course in Project management.

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ABSTRACT

Corporate social responsibility is an idea whereby associations think about the interests of society by assuming liability for the effect of their exercises on clients, providers, workers, investors, networks and different partners, and additionally the earth. this commitment supposedly extends past the statutory commitment to conform to enactment and sees associations willfully finding a way to enhance the personal satisfaction for representatives and their families and in addition for the neighborhood network and society on the loose. The act of corporate social responsibility is liable to much discussion and feedback. Advocates of CSR contend that there is a solid business case for corporate social obligation, in that organizations advantage in numerous routes by working with a point of view more extensive and longer than their own particular quick, here and now benefits. Commentators contend that CSR occupies from the basic monetary part of organizations and that it is just shallow window dressing and PR.

Corporate social responsibility (CSR) alludes to how enterprises or firms direct their business in a way that is moral, socially well-disposed and helpful to society as far as growth. CSR suggests that the organization leads its business in a way that is commonly used to its targets and additionally to society. This paper takes a look at the part of CSR involvements or activities of Flamingo Horticulture Kenya in upgrading social administrations among its host society. Flamingo's world-class farms in Africa are located in Kenya (close Mt Kenya and Lake Naivasha) and in South Africa (close to Johannesburg). This paper moved toward the idea of CSR in view of hypothesis to shape a premise of understanding the research. The models included; Excellence Theory, Social Responsibility Theory, Stakeholder Theory and Decision-Making Theory and their relational and application in CSR programs in an association. The paper likewise investigated writing on the part of CSR in society advancement in light of the fact that the plain rationale of CSR is towards seeing its effect in community socially, ecologically and monetarily.

The study will use descriptive research design with 320 host recipients of Flamingo Horticulture CSR activities in Hell Gate ward community. The investigation undoubtedly settled that FHKL had assumed a huge part in improving the social administrations among the host community it runs.

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ABBREVIATION

F.H.L: Flamingo Horticulture limited.

CSR: Corporate Social Responsibility.

CD: Community Development.

EC: European Commission.

DFID: Department for international Development.

GDP: Gross Domestic Product.

MDG: Millennium Development Goal.

UNDP: United Nation Development Programmed.

KBS: Kenya Bureau Standard.

ISO: International standard Organization.

EMCA: Environment

DEFINATION OF THE TERMS

Variables:	A characteristic, number, or quantity that increases or decreases overtime, or takes different values in different situations. Two basic types are (1) Independent variable: that can take different values and can cause corresponding changes in other variables, and (2) Dependent variable: that can take different values only in response to an independent variable
Pilot Study:	A small scale preliminary study conducted in order to evaluate feasibility, time, cost, adverse events, and effect size.
Objective:	The aim of the work, i.e. the overall purpose of the study.
Scope of the study:	Basically means all those things that will be covered in the research project.
Design Research:	Is a fundamental part in solving relevant problems and/or narrowing down to the “right” problem user’s face.
Population:	A group of individuals of the same species occupying a particular geographic area
Sample size:	Determination is the act of choosing the number of observations or replicates to include in a statistical sample
Validity:	Is the quality of being correct or true. When a statement is true and has a lot of evidence backing it up.
Reliability:	The degree to which the result of a measurement, calculation, or specification can be depended on to be accurate.
Ethics:	Moral principles that govern a person's behavior or the conducting of an activity.
Data:	Facts and statistics collected together for reference or analysis

CHAPTER ONE

1.0 Introduction

Corporate Social Responsibility (CSR) has pulled in a ton of enthusiasm for the ongoing years with different researchers contrasting on its commitment to the welfare of society. Corporate social obligation can be characterized as an association's duty regarding the exercises and their effect on the general public and condition. It is the proceeding with responsibility by organizations to carry on morally and to add to financial improvement while in the meantime enhancing the personal satisfaction of the workforce and their families and in addition of the neighborhood network and society on the loose. The objective of corporate social obligation is to grasp duty regarding the organization's activities and empower a positive effect through its exercises on environment, customers, workers, community, stakeholders and every single other individual from general society for shared advantage. Corporate Social Responsibility (CSR) may likewise be comprehended to mean Corporate Responsibility, Corporate Accountability, Corporate Ethics, Corporate Citizenship and Responsible Business. At the end of the day is the manner in which associations incorporate social, ecological and monetary worries into their qualities, culture, basic leadership, technique and activities in a straightforward and responsible way and along these lines build up better practices inside the association to make riches and enhance society that they live and work from (Matten and Crane, 2005:40).

As of late both worldwide and in Kenya, Corporate Social Responsibility (CSR) has occupied an imperative place in the plans and methodologies of associations. In its actual sense corporate social responsibility constitutes a solid promise to social commitments and disguise all through the hierarchical culture which lays emphasis on the execution of the commitments towards the workers and including them in dependable undertakings. Nonetheless, from the earliest starting point the key player in doing such exercises in the associations has been the best administration who settle on choices on the same. However, the idea of CSR has as of late turned out to be across the board and at the core of some organizations plans. One of the explanation behind this substantial move toward grasping social responsibility can be ascribed to globalization, and pressure from numerous partners (among them the

media and the public) to guarantee that organizations' practices don't have adverse effect on the environment and society (Maimunah, 2009: 248). People in general anticipates that organizations will emphatically add to environmental preservation and accountable business practices, for example, water protection, inspiring the job of community in which they work by operate by provision of health care services, judicious reuse of industrial waste amongst other things.

1.1 Back ground

The import of CSR not merely differs sector to sector, however it differs sensibly substantially nation to nation (Freeman & Hasnaoui, 2011). On the road to place CSR 'in a worldwide context' (as our subtitle suggests) it is crucial to comprehend the precise regional and national contexts in which corporations practice CSR. In the following section, we then converse a quantity of basic characteristics of corporate social responsibility in different regions of the globe. It should note with the intention of the categories developed/developing/transitional/emerging are not definitive. In particular, the rise of financially power of the 'BRIC' economies – Brazil, Russia, India plus China – where financial progress is superior than into the US with Western Europe on the launch of the 2010s, leaves international economy in flux and transition.

In it's as a rule well-known guise, corporate collective responsibility is more or less an American idea. It was fashionable the US to the lingo and observance of corporate social responsibility primary emerged. Similarly, most of the academic literature on the topic, in addition, most of the key ideas deliberated in the first part of this book, originate from there, even though they have been built on and developed by contributors from around the globe. The most important end designed for this lies on the explicit characteristics of the US thing usage (Matten & Moon, 2008). with the aim of is, American society is characterized as a result of impartially loose markets designed for labour afterward capital, depression levels of welfare land provision, after that a high-pitched appreciation of private freedom moreover responsibility.

Subsequently, a lot of societal issues, such in the role of education, healthcare, otherwise community investment have traditionally been on the central of corporate social responsibility. Benevolence is high on the agenda with, on behalf of instance,

corporate charity as a result of US companies life in this area ten times higher than folks of their British counterparts (Brammer & Pavelin, 2005). In additional parts of the world, the majority notably Europe, the furthest East, in addition to Australasia, present has forever been a stronger drive to address social responsibility through government policies and collective action. The core corporate responsibility issues these companies are troubled by embrace are concerned with include assistance toward enhancing the infrastructure of health, education, and transport, afterward in the direction of achieving having the status of examples of good governance. The expansion of microfinance has been an imperative donation in this respect, encouraging small-scale firms as a consequence the empowerment of marginalized groups. Such initiatives have moved from the realm of CSOs in addition to being straight away engaged by means of sooner than mainstream profitable banks such to the same degree HSBC.

The debate in the South has begun toward change from understanding CSR as the as aid, towards discerning of responsible behavior more in terms of development. Arguably, one of the most important reasons why these countries are underprivileged is the nonexistence of fiscal undertakings moreover progress – afterward, it is at this juncture somewhere lone of the central responsibilities of partnership canister happen seen. Implementing CSR would be as a result of involvement MNCs toward in conducting business and also bring foreign direct investment on the way to developing countries in the first place, with so, therefore, make sure so as to the wealth formed is safely used to develop. So, for instance, the World Business Council for Sustainable Development gave a detailed report on in what way business supports the United Nations implementation Millennium Development Goals (WBCSD, 2005). Many of the points raised in the report do not refer to business ‘sharing’ its wealth with these countries but business being present in these countries and contributing to economic growth and prosperity.. countless of the points raised into the register make not submit toward multinational ‘sharing’ its wealth in the midst of these countries bar concern organism in attendance trendy these countries next contributing just before fiscal evolution with prosperity.

Flamingo Horticulture is committed in upholding a high standard of responsibility with ethical conduct within its specific operations then as of its business partners. The

Flamingo Horticulture Code of Conduct is intended to achieving the uppermost values of actions across the organization, and managing the effect of the Company's operations on the environment and communities in which we operate. Flamingo seeks to make certain that its operations are conducted by means of honesty, integrity with frankness in addition to amid obey on behalf of the human rights along with the safety of the Company's employees to the same degree source, for example, the legitimate safety of every one folk among whom it has relationships.

This Corporate secret code of Conduct is the governing document which information on Flamingo's policies, standards, expectations and commitments which we think crucial toward our corporate responsibility and the principles embodied in the morals that we have in the business. It is considered to help drive the Company in the direction of a sustainable future through accountable working practices which eventually bring a gainful and fruitful business for all of our main stakeholders. Flamingo Horticulture endeavors to make in accord relations and partnerships among host communities in additional stakeholders in favor of their mutual benefit.

The CSR initiatives are harmonized by the Liaison and Human Resource office of the firm who evaluate CSR projects according to in the direction of the company's nature, occupation plus areas of operation which comprise education, environment, water supply, health, peace building,

The work of the liaison and Human resource officer is to assess the requests as per the policy procedures and make recommendations to the corporate social responsibility Committee which in turn recommends and seeks final approval from the Managing Director who may approve, decline or amend the recommendation(s).

The above recommendations and consequent endorsement enables the company to commit a slice of its profit CSR actions designed by enhancing the living standard of those near its operation.

At National Bank of Kenya, CSR is an internal share of their business culture. To underline their steadfastness changing people's lives, they are guided by an existing policy and Bank commits a significant budgetary allocation annually toward CSR initiatives. The Bank's CSR efforts focus on the following five strategic areas:

In 2013, the Bank revealed a drive over the bank's office connect with an objective to plant and maintains more than 2 million trees all finished Kenya by 2017. This was as a feature of our commitment to national improvement and enhancing the prosperity of the networks where we work together. The endeavors meant to expand Kenya's timberland cover to the attractive guidelines and secure nature for present and who and what is to come. The crusade, named 'Plant a Tree for a Superior Life', was formally propelled at Karura Timberland on the edges of Nairobi by Her Excellency the Primary Woman, Mrs. Margaret Kenyatta, who commended the activity as a noteworthy commitment to Kenya's ecological preservation endeavors.

National Bank has profound endeavors to connect with the tired and unfortunate individuals from the general public thus they are attempting to supplement the endeavors of the legislature in arrangement of better human services. The Bank offers long haul answers for social insurance everywhere throughout the nation through the development of wellbeing offices, gift of machines and types of gear for government healing centers among numerous others. In 2012, bank gave six dialysis machines to Drift and Fracture Valley common general healing facilities and in addition Moi Instructing and Referral doctor's facility at an expected aggregate cost of Kshs.10 million. This gift planned to ease languishing over individuals with kidney related infirmities while lessening the clog at Kenyatta National Healing center. In the meantime, this will spare time and cash for dialysis patients venturing out from these areas to Nairobi. In Molo, the bank gave a cooler for putting away blood to Elburgon Nyayo Healing center to guarantee the doctor's facility has a dependable blood donation center.

Instruction is mainstay of advancement in a nation and subsequently the Bank has been a huge player in subsidizing of instructive activities to enhance the instructive gauges. Here, we have supported schools in the development of classrooms, labs, sanitation offices and arrangement of gear. These contain:

Giving of reading material to Milimani Optional school and Companions Auxiliary School in Mugomari, Conveyance of seats and lockers to Awendo Grade School and Kamagambo Day Optional School, Working of a sterile square and a water tank in Thindigua Elementary School, Kiambu gift of water tanks to Makunga and St. Phillip

Yago blended auxiliary schools. To enhance PC education in schools, the bank gave old PCs to different schools the nation over.

The Bank has an uninterrupted school's prize programme for reward routine programme to reward performance in academic and sports in various schools and institutions of higher learning.

Sports actions do not bring people together from all walks of life, but Furthermore grant a way to support fulfillment of talents. In light of this National Bank has been a sponsor to sports and sporting events in Kenya through its yearly support to several sports undertakings. In 2013, the bank renewed its sponsorship to the Sports Personality of Year Awards (SOYA) in acknowledgment of sports distinction through a donation of Shs. 3 million. For the third year consecutively, the bank also supported the Tegla Lorupe Peace Race planned to foster peace among warring communities in the clash torn regions of Tana Delta. Other beneficiaries of sports sponsorships include; Deaf Athletics Kenya, the Special Olympics Team, Half Marathon and the St.Teresa Table Tennis Club Exchange programme.

1.2 Statement of the problem.

Corporate Social Responsibility policy in any agency basically works as a standard of constructing, self-regulating mechanism that guarantees their concord with the law, ethical requirements and global norms. Majority of the businesses CSR initiatives are completely used as a device to improve their brand fairness (for imaging purposes) while others intent the company social responsibility activities on the development of the communities' social lives with the aid of supplying for the basic centers as a way to foster a mutual coexistence with the local people.

On the definition offered by the international organization for standardization (iso), it characterizes corporate social responsibility (CSR) as 'a balanced approach for organizations to address economic, social and environmental issues in a way that aims to benefit people, communities, and societies'. This definition mostly emphasizes on how companies manage their central business to add social, environmental and economic value in order to produce a positive sustainable impact for both society and for their business. So, the main value of any corporate social responsibility task by any firm should be to advance the social, economic and environmental lives of the

communities and not only for branding and marketing. Flamingo horticulture has meaningfully donated to the social economic welfare of local people particularly in Hells Gate where it has been able to bring together the communities of the Hells Gate through several activities like support of sports, provision of free transport to primary teachers, healthcare services, provision of fresh clean water, building of primary /secondary classrooms and participation in HIV & AIDS programmes. This has been a major understanding of so many community challenges associated to lack and scarcity of fresh water for domestic use, high population in host community, poor health care facilities and sparse secondary and primary school where teacher and student were to walk for a long distance. In addition, some companies undertake CSR just as a matter of compliance with the laws and regulations set by the government (Maimunah 2009). The administration set such controls to uphold mindful business honours by organizations. Albeit direction can have critical social esteem, organizations take a gander at consistence as a cost of working together - and as a wellspring of possibly expensive hits regarding prosecution and notoriety. As organizations have gone worldwide - either by entering new markets to offer their items and administrations or by working with new abroad providers - the expenses of consistence have risen quickly. Inability to submit to neighborhood and worldwide controls can annihilate business notorieties and brands, however consistence alone won't construct brands nor will it offer the development openings that solid brands and notorieties carry with them. As indicated by the magnificence hypothesis in advertising by James Grunig, the estimation of advertising to associations and society depends on the social duty of administrative choices and how the partners' connections are esteemed, for an association to be compelling, it must carry on in manners that take care of the issues and fulfill the objectives of partners and also administration. (Grunig, 1992). The nature of partner connections is principal for the achievement of the hierarchical destinations. On the off chance that it doesn't, partners will either weight the association to change or restrict it in manners that will add cost and hazard to the hierarchical strategies and choices. For esteem expansion, the association should be a corporate native (receptive to nature in which they work and embrace their organizations in a socially capable manner). A portion of the zones integral to FLH corporate social obligation programs incorporate the arrangement of clean drinking water, transport, training and sponsorship of splendid understudies from less special networks and additionally human services offices among others.

Kenya like numerous African nations needs safe drinking water. this is a reason for some social issues, for example, social endeavor and water-borne ailments. the test is considerably more articulated in provincial territories where ladies and youngsters walk long separations looking for the item. One of Flamingos corporate social duty program centers around the arrangement of medicinal services administrations to the encompassing network through the foundation of financed human services office inside the association premises.

The project has benefited various communities around FLH, Flamingo horticulture admit that the Flamingo health care center project has been a huge success, with more than 20,000 people benefiting from it. the health center aims at improving the well-being of vulnerable groups, including medical camps and health walks aims at addressing various types of diseases. Another area of focus for flamingo is education. as one of its key components of CSR, the company offers scholarships for both secondary and university students. The scholarship programme started in 2005 and provides bright but disadvantaged children with an opportunity to change their destiny, enabling them to access education by meeting all tuition and boarding fees. Currently, the company is sponsoring 80 students in different secondary schools and 20 students in various public universities.

Startling pressure on natural resources and a spectacular environment, in general, is huge and calls for concerted efforts to alleviate the powerful situation. for glamour part, flamingo horticulture has actively participated in environmental conservation initiatives aimed at conserving catchment areas and other delicate ecosystems. the melodramatic company continues to support "7b hell's gate on a wheelbarrow", an initiative of KWS to conserve hell's gate national park and other conservation initiatives. FHL has contributed monetarily towards this initiative to conserve hell's gate national park. in powerful recent past, a startling country has experienced a number of disasters - both natural and man-made and FHL has offered support to initiatives aimed at alleviating melodramatic suffering occasioned by these calamities. sensational host communities lack water, health facilities or are prone to insecurity and high illiteracy levels. therefore powerful study seeks to assess the melodramatic effectiveness of flamingo horticulture CSR initiatives in bridging spectacular gaps for purpose of enhancing levels of civil services amongst sensational communities.

The horticultural activity plays a significant role in the spectacular economic development of any country. It is one of the sensational most competitive and strategic industries in the powerful country. Flamingo being Kenyans biggest horticulture grower has grown to become a major force in spectacular Kenya agriculture commerce, and is ranked among other highly successful and respected producers in Kenya and across spectacular Africa. Despite ruthless competition from larger growers in Kenya established, Flamingo horticulture has not only managed to survive but has continued growing and remained profitable. given startling importance of amalgamated societal efficiency, much has been written on it both locally and internationally as a topical issue, cases for and against amalgamated common stability, spectacular levels and determinants of associated civil efficiency, management perception and partner analysis by (Clarkson, 1995; Freeman, 1984; Maignan, Ferrell, and Hult, 1999). researchers have also given special attention to the powerful link between joint common efficiency and a company's financial performance, a firm's joint strategy and also a melodramatic link between joint civil honesty and competitive strategy (Tsoutsoura, 2004; Waddock and Samuel, 1997). Locally, research has been done on joint societal honesty practices in Safaricom, foreign multinational corporations and Kenyan public universities among many others by (Kwalanda, 2007; Kiko, 2008; Otachi, 2005) respectively. while these studies focused on the role of amalgamated nice efficiency practices on community development, none has focused on joint nice loyalty practices in horticulture production. According to Pearce and Robinson (1997), each firm regardless of magnitude must decide how to act in a socially responsible manner by fulfilling beauty perceived societal loyalty. Tsoutsoura (2004) echoed this by noting that each company has a unique way of implementing collaborative nice stability, looking on the magic magnitude, the precise activity in contact, melodramatic firm's store habit, associate exigency/exigence, and the way historically gradual spectacular company enlist combat joint societal capacity.

According to Kwalanda (2007), corporate social responsibility has become an important aspect of the business that any business leader cannot afford to ignore. she further asserts that companies should engage in it with a view to creating competitive advantage in the long run rather than merely giving back to the society for fear of being reprimanded. however, focusing on customer satisfaction only without giving

attention to all the other environmental forces which affect and are affected by its operations would only lead to success in the short run because the horticultural farming does not operate in a vacuum. if the organization balances its economic goals with the political, legal, ethical and philanthropic aspects, it would be in a position to survive in the long run, enhance its corporate image and increase its competitive advantage in the turbulent environment. what are the roles of corporate social responsibility practices in flamingo? the aftereffects of this investigation will be of advantage to policymakers who could utilize the discoveries to set rules and benchmarks for ecological preservation at last, the discoveries of this examination could be of advantage to academicians, understudies and scientists since it will add to the present extent of information and hypothesis in corporate social duty. They could, in this manner, utilize it as a reason for additionally inquire about in corporate social obligation and key administration all in all.

The examination goes for deciding the viability of corporate social duty part on network advancement and have bits of knowledge on how best to put resources into corporate social obligation exercises and how effective their past speculations have profited the general public. advertising are a powerful instrument for molding purchaser discernment and building an organization's picture. enterprises that effectively advance their social duty exercises frequently find a way to advertise these endeavors through the media. getting the word out about corporate gifts, representative volunteer projects, or other corporate social obligation activities is a great marking device that can help manufacture exposure for you in both on the web and print media.

Companies that place an accentuation on corporate social duty regularly have a simpler ordeal when managing legislators and government controllers. conversely, organizations that present a careless dismissal for social obligation tend to wind up battling off different request and tests, regularly expedited at the request of open administration associations. the more positive general society recognition is that a partnership considers social obligation important; the more improbable it is that lobbyist gatherings will dispatch open battles and request government request against it.

This study aims at studying the impact of corporate social responsibility role on community development in host community of hell gate ward through corporate social responsibility programmes as one way of ensuring ethical, humanitarian factor, I could have wished to study more on environment management which is very key in any organization but requires more experts and resources to explode on it.

1.3.0 Objectives of the Study

The main objective of the study was to support the organization in their efforts in empowering the host community of Hells gate in uplifting their living standard through corporate social responsibility and socio economic development

1.3.1 Specific Objectives of the Study

1. To assess the effectiveness of the Flamingo Horticulture corporate social responsibility initiatives in meeting the social services of its host communities.
2. To review the projects which have been implemented through corporate social responsibility programmes
3. To identify the challenges faced by Organization while implementing corporate social responsibility programmes.
- 4 To assess the impact of corporate social responsibility in community development.

1.4 Research Questions

- 1 What are types of corporate social responsibility programmes does the organization do in empowering the host community?
- 2 How does the organization handle corporate social responsibility programmes in host community?
- 3 what are the ways or strategies does the company have in corporate social responsibility activities?
- 4 How does the company measure the impact of corporate social responsibility activities in community development?

1.5 Justification of the Study

The result of this study informed the management of FHL if they had gotten returns on their investments and furthermore enable them to realign their activities to the best benefit of the society. the results from this study also informed and affirmed FHL corporate social responsibility policy space and succeeded in creating more clarity of which way the company would go in terms of corporate social responsibility initiatives.

Moreover FHL partners and collaborates with different stakeholders in initiating and implementing its corporate social responsibility projects. These research findings, therefore, was of importance to FHL corporate social responsibility partners in deciding, funding and implementing corporate social responsibility projects to the communities in which it operates. the partners and collaborators were in a position to establish if they got value for their investment. the host communities of FHL areas of operation also benefited from the research findings as the study presented a detailed evaluation of how they benefited from the FHL corporate social responsibility activities and how best they could improve the company's corporate social responsibility program as key stakeholders (beneficiaries). Furthermore, the study contributed to the body of knowledge in corporate social responsibility hence was of interest to both researchers and academicians who may seek to further explore or investigate issues pertaining to corporate social responsibility. this study generated more empirical information that it was envisaged was useful to the world of academia.

1.6 Scope of the Study

This study aimed at studying the impact of corporate social responsibility role on community development in host community of hells gate ward through corporate social responsibility programmes as one way of ensuring ethical, humanitarian factor, I could have wished to study more on environment management which is very key in any organization but requires more experts and resources to explode on it

1.7 Chapter summary

This chapter entails introduction part of corporate social responsibility roles, the background of corporate social responsibility, statement of the corporate social responsibility problem, main objective, specific objective, research question,

justification, the scope of the research, as briefly detailed below and definition. corporate social responsibility (CSR) has attracted a lot of interest in the recent years with various scholars differing on its contribution to the welfare of society. corporate social responsibility can be defined as an organization's responsibility for the activities and their impact on the society and environment. It is the proceeding with responsibility by organizations to carry on morally and to add to monetary improvement while in the meantime enhancing the personal satisfaction of the workforce and their families and of the neighborhood network and society on the loose.

The meaning of corporate social responsibility not only differs from sector to sector, but it also differs quite substantially from country to country (Freeman & Hasnaoui, 2011). To put corporate social responsibility 'in a global context' (as our subtitle suggests) it is essential to understand the specific regional and national contexts in which companies practice corporate social responsibility. in the following section, we will, therefore, discuss some basic characteristics of corporate social responsibility in different regions of the globe.

Corporate social responsibility policy in any organization basically works as a standard of building, self-regulating mechanism that ensures their harmony with law, ethical standards, and international norms. Majority of the organization's corporate social responsibility initiatives are solely used as a tool to improve their brand equity (for imaging purposes) while others aim their corporate social responsibility activities at the improvement of the communities' social lives by providing for the basic facilities so as to foster a mutual coexistence with the local community.

From the definition offered by the global association for institutionalization (iso), it describes corporate social obligation (CSR) as 'an adjusted approach for associations to address monetary, social and natural issues in a way that intends to profit individuals, networks, and social orders.

The fundamental target of the investigation is to help the association in their endeavors in enabling the host network of hells entryway in inspiring their expectation for everyday comforts through corporate social duty and financial improvement.

The specific aim of the study was to assess the impact of corporate social responsibility in community development.

The study intended to focus on a question like on what are types of corporate social responsibility programmes does the organization do in empowering the host community

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

In this chapter made attempts to review a number of related and relevant literature on corporate social responsibility, the role of corporate social responsibility in social services. from this, the roles of corporate social responsibility are highlighted specifically in community development because the very logic of corporate social responsibility is towards seeing its impact in community socially, environmentally and economically.

2.2 Theoretical literature review

O'riordan and Fairbrass (2006:5) noted that although it is not a new concept, corporate social responsibility remains an emerging and elusive notion for academics and a contested issue for business managers and their stakeholders. owing to the range of contrasting definitions, the concept of corporate social responsibility has led to the emergence of a variety of practices (Crane and Matten 2004; Welford 2004; Habisch and Jonker 2005; Fairbrass et al 2005:5). The concept of corporate social responsibility has evolved considerably since it first emerged in the 1950s (Carroll 1999). currently, there appears to be significant disagreement about what the term means, and how, or why it should be implemented (Welford 2004; O'riordan 2006: 21).Maimunah (2009: 1) notes that the term corporate social responsibility corporate social responsibility has been debated since the 1950s. Secchi (2007) and Lee (2008: 2) reported that the definition of corporate social responsibility has been changing in meaning and practice. secchi (2007:3) in his review of the concept of corporate social responsibility tilted

Review of the theories of corporate social responsibility: it's evolutionary path and the road ahead in the international journal of management reviews, he notes that the classical view of corporate social responsibility was narrowly limited to philanthropy and then shifted to the emphasis on business-society relations particularly referring to the contribution that a corporation or firm provided for solving social problems the latter view is reinforced by Oliver Sheldon (1923), cited in Bichta (2003), who says that in the early twentieth century, corporate social responsibility is viewed as social performance was tied up with market performance where there are business-society

relations for the corporation's contribution solving social problems among communities.

The European Commission (EC) characterizes corporate social duty as an idea whereby organizations choose willfully to add to a superior society and a cleaner situation (EC, 2001). for this definition, corporate social obligation is viewed as an absolutely deliberate and altruistic wander attempted by the association keeping in mind the end goal to better and offer back to the general public in which it works.

Be that as it may, citing Blyth, 'there is nobody meaning of what it takes to be a capable corporate. the key is to have a thorough procedure for recognizing those duties and satisfying them" (Blyth, 2005: 9). since there is no all-around acknowledged meaning of corporate social obligation, this paper will embrace more particular definition from the above definitions.

Accordingly for reasons for this examination, corporate social obligation alludes to how organizations or firms direct their business in a way that is moral, socially inviting. corporate social obligation can include a scope of exercises, for example, working in association with neighborhood networks, socially delicate speculation, creating associations with representatives, clients, and their families, and including in exercises for ecological preservation and supportability. from the above definition embraced by this paper, corporate social duty can be identified with the division for universal advancement (DfID) meaning of corporate social obligation which condenses the normal subjects of corporate social obligation among associations as below:

The organization's board should be committed to and promote corporate social responsibility

Local laws and tax rules should be strictly followed. stakeholders' opinions should be taken into account in decision making.

The organization implementing the corporate social responsibility should have high standards and measures to protect the environment. the economic, social and environmental performance and impacts of the corporate social responsibility activities should be monitored and accurately reported to the public as well as the relevant authorities.

Over the past decades, the concept of corporate social responsibility has become the most important concept in the study of researchers, industrialists and scholars.

The idea of corporate social duty is one of the key moral and good issues which corporate basic leadership and conduct are encompassed (Branco and Rodrigues 2006 11). as a business idea, corporate social obligation corporate social duty has risen in the late long periods of the twentieth century, when a developing number of organizations began to think about the effects of corporate choices on society and the earth. all in all, corporate social duty alludes to the commitments of firms to society, all the more especially, alludes to the commitments to partners and the individuals who induce corporate approaches and practices. as indicated by Carroll (1991), 12 corporate social obligation comprises of four components spoke to as a pyramid, whose top is a charitable, trailed by legitimate, financial and social duty to the base. Financial obligation is the essential duty of the organization as far as organization benefits through the fulfillment of the necessities and desires for buyers.

Lawful duty is reflected in the way that the enterprise has an obligation to consent to the law. An organization that acts as per the necessities of social duty, we can state that it works considering the business moral norms. Corporate social responsibility is the solution of achieving a sustainable competitive advantage in the turbulent global environment.

Frederick (1986, 1994) identified corporate social responsibility as an examination of corporations' responsibility to work for the social betterment and refers this to as corporate social responsibility 1.

According to Frederick (1994 14), the move to “corporate social responsiveness” started from 1970, that he refers to as corporate social responsibility 2. according to him, corporate social responsiveness as the ability of a corporation to respond to social pressures. he argues that the effect of the move from corporate social responsibility 1 to corporate social responsibility 2 is reflected from a philosophical approach

2.2.1 Stakeholder theory by (R Edward Freeman 2007)

The stakeholder theory is a type of instrumental theories which states that firms should work on maximizing the shareholder value. any investment in an organization demands that would an increase in the shareholder value should be made. in contrast, if the social demands only impose a cost on the company they should be rejected. friedman (1970:7) is clear, giving an example about investment in the local community: "it will be in the long run interest of a corporation that is a major employer in a small community to devote resources to providing amenities to that community or to improving its government. that makes it easier to attract desirable employees, it may reduce the wage bill or lessen losses from pilferage and sabotage or have other worthwhile effects." so, the socio-economic objectives are completely separate from the economic objectives.

The theory looks at three corporate social responsibility objectives. the first objective is the maximization of shareholder value, measured by the share price. frequently, this leads to a short-term profits orientation. The second objective is the strategic goal of achieving competitive advantages, which would produce long-term profits and the third is related to cause-related marketing (Keim 1978:53). The employees, when they have the choice, will prefer to work in a socially responsible company. the consumers tell, in inquiries, to prefer goods produced in the respect for the fundamental rights of the work besides the financial performances, the investors integrate, in their choices of portfolios, the risk of loss of "reputation capital ", which can also be translated to a loss of financial capita.

2.2.2 Decision Making Theory Herbert Alexander Simon (June 15, 1916 – Feb 9, 2001)

The other theory which was relevant and important to the study is decision-making theory. the basic idea of decision-making theory is that patterns of behavior in societies reflect the choices made by individuals as they try to maximize their benefits and minimize their costs. in other words, people make decisions about how they should act by comparing the costs and benefits of different courses of action. as a result, patterns of behavior will develop within the society those results from those choices. rational decision making entails choosing an action given one's preferences,

the actions one could take, and expectations about the outcomes of those actions (Scott, 2000. 6).scott (2000.6) further notes in rational choice theories, individuals are seen as motivated by the wants or goals that express their 'preferences'. They act within specific, given constraints and on the basis of the information that they have about the conditions under which they are acting. at its simplest, the relationship between preferences and constraints can be seen in the purely technical terms of the relationship of a means to an end. As it was not possible for individuals to achieve all of the various things that they want, they must also make choices in relation to both their goals and the means for attaining these goals.

Rational choice theories hold that individuals must anticipate the outcomes of alternative courses of action and calculate that which will be best for them. Rational individuals choose the alternative that is likely to give them the greatest satisfaction (heath 1976; carling 1992; Coleman 1973).

The idea of the rational choice theory, where people compare the costs and benefits of certain actions, is easy to see in corporate social responsibility. Since an organization's management want to get the most at the lowest price from what they invest, they will judge the benefits of a certain corporate social responsibility initiative (for example, how useful is it or how attractive is it) compared to similar initiatives. then they will compare the capital costs to the benefits. In general, flamingo management will choose the corporate social responsibility initiative that provides the greatest reward at the lowest cost. By so doing the host communities will benefit greatly while at the same time flamingo spend less and have the greatest impact on its target groups

2.2.3 Social responsibility theory Siebert, Peterson and Schramm (1956)

Social responsibility theory; stakeholder theory and decision-making theory are instrumental in the analysis, application, and interpretation of the study. These theories are instrumental in explaining how corporate social responsibility as a topic is important and give a platform for understanding the concept of corporate social responsibility.

These theories allowed for the understanding of corporate social responsibility that goes beyond the traditional meaning,

This accordingly took into account a multidisciplinary approach in its viewpoint and work on enabling the specialist to have a superior comprehension of the dynamism of corporate - society relations, in which hypotheses and practices of CSR are impacted by various financial and non-monetary and also inward and outside powers. Corporate social obligation is about business; government and common society coordinated effort with the network in the accomplishment of the win-win circumstance among them and along these lines corporate social duty should profit both network and the association.

Social duty is morals that guide any activity, be it in media or different associations, that put a commitment towards the earth, society, culture, and economy. The media like some other division ought not hurt but rather ought to advance the earth and socio-social angles in connection to the economy of the place.

Social obligation hypothesis of broad communications is generally another idea which began in the mid-twentieth century and is utilized for the most part by creating and minimum created nations.

The hypothesis began in Europe and took a shape with the commission on the flexibility of the press that occurred in joined states in 1949^{2.3}. Empirical Literature Review

Kenya's population is predominantly rural; with about a third of inhabitants living in urban areas. The country has a significant natural resource base, offering significant potential for agriculture and natural resource-based tourism. Human development indicators such as life expectancy, infant mortality, child malnutrition and primary school enrolment are generally rated as of moderate performance (UNDP, 2010:1). a 2010 review of progress towards the millennium development goals (MDGs) concluded that Kenya was 'far behind' the target of halving the proportion of people suffering from hunger and 'slipping back' against the target on infant mortality.

The country gets approximately 65% of its gross domestic product (GDP) from services, nearly 16% from agriculture and almost 20% from industry. Kenya's economy is more diversified, with reasonably well-established export horticulture and tourism sectors. This means that Kenya has had greater exposure than Zambia to the

international corporate social responsibility agenda, through supply chain pressures on issues such as labor rights (Kivuitu, 2005:2).

The idea of corporate social duty has picked up energy in Kenya just as of late. This can be viewed as a result of new laws on corporate social duty, visit fiascos that happen in Kenya and the emotional endeavors of enterprises to market and brand their items and administrations. The term is seeing some application inside arrangement discusses. there are numerous cases of private part related activities and business exercises in various improvement regions including training, wellbeing, calamity administration and recuperation and so on that are portrayed as corporate social duty in the Kenyan associations. the couple of enterprises/association that have been on the front line in CSR exercises around the nation incorporate Safaricom, Unilever Kenya Ltd, East Africa bottling works ltd (EABL), Flamingo cultivation, coca cola organization and business banks including value and Kenya business bank (KCB) separated the nearby associations offering corporate social obligation administrations to the host networks, there are additionally various corporate social duty - related activities drove or financed by multilateral or two-sided advancement offices. the multilateral and two-sided associations incorporate joined countries offices, for instance, UNDP and UNICEF and other universal guide offices (Ufadhili trust, 2004).

In Kenya, studies recommend that the reason for accepting the most elevated extent of corporate help is wellbeing and therapeutic arrangement, instruction and preparing; HIV/Helps; agribusiness and sustenance security; and underprivileged kids. Others incorporate sponsorship of donning occasions; culture and expressions; and in addition religious associations. (Kivuitu, 2005; Ufadhili trust, 2004 5).Kivuitu (2005) additionally takes note of that the defense for such magnanimous exercises by the Kenyan associations gives off an impression of being firmly attached to a feeling that organizations should 'give something back' to the country and to the networks in which they work. This feeling of national obligation and pride with respect to a business is to some degree a heritage of state responsibility for methods for creation. Additionally with the appearance of the un worldwide smaller which was built up in light of a test by the un secretary-general Kofi Annan to business pioneers to help nine standards in the territories of human rights, work, nature, and anticorruption (joined countries worldwide compact, 2012).

Likewise, on October 8, 1999 the corporate division at a course sorted out by the private part activity for corporate administration formally embraced a national code of best practice for corporate administration to direct corporate administration in Kenya, and commanded the private segment activity to build up the corporate area establishment, and work together with the worldwide corporate administration gathering, the Republic Relationship for corporate administration, the African capital markets discussion, Uganda and Tanzania in advancing great corporate administration (private segment corporate administration trust, 1999).

These issues talked about above shape the premise on which corporate associations like FHL come in to help with handling societal issues that would usually be an obligation of the administration. corporate associations in Kenya have taken up a functioning part in working intimately with networks in which they work in. this relationship frames the establishment of their corporate social duty exercises that are meant to handle a portion of these social issues. FHL corporate social duty approach and exercises are educated by the need in helping the networks in which the organization works in the cross over any barrier that has been left because of the administration not having the capacity to offer these administrations to its kin. By so doing it will contribute towards fulfillment of key objectives talked about above.

Recruitment and Talent Growth of employees by Barbara Aponte: successful businesses around the world are enforcing corporate responsibility (also known as corporate social responsibility or CSR) in their work environment. Corporate social responsibility has become a crucial part in the growth and success of companies because it helps find great talent that is aligned with their values.

Corporate social responsibility focuses on integrating pro-environmental practices in the workforce. Market changes indicate that outstanding companies are constantly transforming and improving their work performance. However, corporations who employ CSR not only contribute to society's wellness but can also attract customers and talents that are aligned with their values.

When recruiting talents, companies that hire environmentally conscious candidates are more likely to succeed and improve their productivity. headhunters not only want to satisfy their clients, but also prospective employees. their mission: to offer companies suitable culture-fit talents, who are content in the workforce. when your company

retains engaged employees, the productivity increases; hence, more revenue for your firm. When recruiting talents, it transcends the need to fill in a necessity. when you recruit candidates, you must highlight the cultural traits that distinguish them from the others do agree with this but those with no talent should not be discriminated during the recruitment since they still have their rights and are also part of the society.

The father of the nation Mahatma Gandhi supported the idea of development but he was not in favor of heavy industries and automation. Heavy industries pollute the environment considerably. He was in favor of cottage industries which give employment to a greater number of persons, cause less environmental pollution and satisfy individual needs and desires. by preaching the principle of 'ahimsa paramo dharma' he induced the sense of protection and preservation of biosphere, i.e., animals, birds, plants, trees and other creatures of our environment. But cottage industries alone are not in a position to meet the demands of the day. Heavy industries are also necessary. Their significance cannot be denied. all that has to be kept in mind while installing heavy industries is that precaution should be taken that least damage is caused to our environment.

Since environmental pollution has become a major threat to human survival and development, 'environmental law' has emerged as one of the most important tools for promoting development without destruction. 'Environment' simply means 'surroundings' and that is why Einstein defined it, as "environment is everything that isn't me". 'Environment' is a concept that is relative to whatever object it is which is surrounded.

The environmental protection act, 1986, defines 'environment' as "environment includes water, air and land and the inter-relationship which exists among and between water, air and land, and human beings, other living creatures, plants, micro-organism, and property". 'Environmental law' refers to that set of enforceable rules and principles regulating the activities of persons, natural or legal, which have an impact on the environment.

"Ecological law is an instrument to secure and enhance the earth and control or keep any demonstration or exclusion contaminating or prone to dirty nature. I do concur with father of the country Mahatma Gandhi bolstered the insurance of nature since these days

it is broadly perceived that a positive and proactive approach towards ecological issues can prompt chances to enhance business execution as a rule. The positive way to deal with ecological contemplations will be much more critical with the move towards a low carbon economy to battle environmental change. Gandhi completely comprehended the primordiality of man-nature relationship and his hypothesis and reasoning of life, society and legislative issues are in consonance with it. It is this comprehension of, and, worship for, the striking nature and feebleness of nature for human presence which makes him a tree hugger second to none. He isn't hippies who will investigate the causes and outcomes of exhaustion in the ozone layer. He isn't skilled to prescribe measures against ecological contaminations and shields against a wide range of natural perils. He has a place with the school which puts stock in cure as opposed to fix.

Wilson and P. Wilson (2006) built a 'thorough benefit influencing contention for mines to accomplish more business with poor people'. It is gone for worldwide chiefs looking for new benefit openings and diminishing danger in creating nations (www.makepovertybusiness.com). Poor can be viewed as a danger – to notoriety and security – if the escalated associations with creating nations are seriously overseen. Independently by Katarzyna Hys : the presence of the possibility of corporate social duty (CSR) is an outcome of the works presented by universal associations with a specific end goal to build up the guidelines of maintainable advancement. Appropriately, we accept an aggregate accountability to progress and fortify the related and commonly strengthening mainstays of reasonable improvement financial advancement, social improvement, and ecological insurance at nearby, national, local, and worldwide levels.

CSR is an idea as per associations, for the most part on a deliberate premise, seeks after an approach which considers social, natural, and nearby business. Something else, the World Business Chamber for Practical Advancement (WBCSD) characterized CSR as the paper was upheld by the exploration venture by the National Science Center, no. 2011/01/B/HS4/04796. Katarzyna Hys, PHD., specialist of sociology (financial aspects), Bureau of Generation Building and Coordinations, the Opole College of technology. Liliana Hawrysz, PHD., Specialist of sociology (financial matters), division of economy and administration, the Opole College of Innovation. : the responsibility of business to add to practical financial advancement, working with representatives, their families, the neighborhood network, and society everywhere to enhance their personal satisfaction.

Transfer of technology by Halina Ward Feb 2007 feasible improvement advancement): the idea of corporate social duty (CSR) points both to look at the part of business in the public arena, and to expand the positive societal results of the business action. by and by, a great part of the business movement that has so far been named 'CSR' has been driven by the worries of financial specialists, organizations, battle gatherings and shoppers situated on the planet's most extravagant nations. national CSR plans in center and low-pay nations have been less noticeable universally, and have regularly not been marked 'CSR'. the outcome has been CSR hones that are generally confined in rich nations, at that point internationalized and exchanged to different organizations and social settings through worldwide exchange, speculation, and improvement help. the vital test for governments at national and neighborhood levels is the manner by which best to shape a plan that has been generally advertise driven and receptive to worries of rich nation partners. in the course of recent years or something like that, legislatures, organizations, and NGOs in many center and-low-wage nations have quickened a procedure of adjustment of the created nation driven CSR motivation through more noteworthy direct commitment.

The proactive support for open area performing artists to draw in with CSR is given by the chance to build the household open advantages of CSR hones in financial, social and ecological terms.in nations whose fare segments are nearly connected with shoppers' social, wellbeing or natural concerns e.g., in horticulture and materials. There are great deals of headways occurring all through the world, and in numerous nations that are produced innovation advances at a speedier rate, in contrast with creating nations. Where we end up continually inclining towards them as far as executing advancements they have spearheaded keeping in mind the end goal to enhance our economies. There are a few preferences to this, which are recorded as takes after

Research Development: technology transfer sustains the research of a particular product, which determines the need for public and private use. Furthermore more through technology transfer; we see sustainable economic growth, whereby it includes commercialization of technology. These improvements can be seen in education within each passing day; today it is more convenient for students to attain international studies without ever leaving the country. We have also seen changes in the agricultural industry, where there has been an energy transfer. Farms no longer need mass amounts of

laborers; the majority of the heavy labor can be done automatically. However, there has been a disadvantage when it comes to the technology transfer, which could mostly be overlooked. One of those factors can be dependency; due to the increase in technology society has become less self-reliant, which may pose a problem in terms of performing tasks normally handled by technological products. Another huge issue is the fact that technology has displaced the need for human workers; this causes a direct impact on unemployment.

2.3 Summary and Research Gap

In 2002 the Kenya capital markets authority issued guidelines on good corporate governance for listed public companies. These are however largely unenforceable and do not in any way say anything about CSR. Similarly, the central bank of Kenya's prudential guidelines for institutions licensed under the banking act developed during the same period; do not address issues of corporate social responsibility (Xgathii James, 2008: 12). Nevertheless, the Kenya Bureau of standards (KBS) was also involved in drafting guidelines on corporate social responsibility. These standards, as well as those that companies have voluntarily adopted including international standards organization (ISO) standards, form a backdrop against which corporate social responsibility is measured. To complement these efforts, other recent contributions to corporate social responsibility in the country include the global compact and the United Nations norms on the responsibilities of transnational corporations and other business enterprises with regard to human rights (Xgathii James, 2008: 12). Kenyan corporate organizations are required to strictly comply with other laws passed by parliament including those contained in the bill of rights. This responsibility attaches to all citizens whether natural or corporate.

However, compliance with environmental laws was a big challenge especially the leftover gapping excavation sites for building stones, sand and other building materials around the country by the building and construction companies.

This regulatory framework has given guidelines that ought to be followed by corporate organizations whenever they undertake corporate social responsibility activities. In this regard, if a company is a corporate organization, it must adhere to these requirements as it formulates and implements its corporate social responsibility objectives and activities.

This regulatory environment acts as a safety net for organizations as they put their resources in this endeavor. Conversely, the regulatory framework gives the research project an impetus because its findings will be more credible because we are interrogating a concept that is regulated

2.4 Conceptual framework

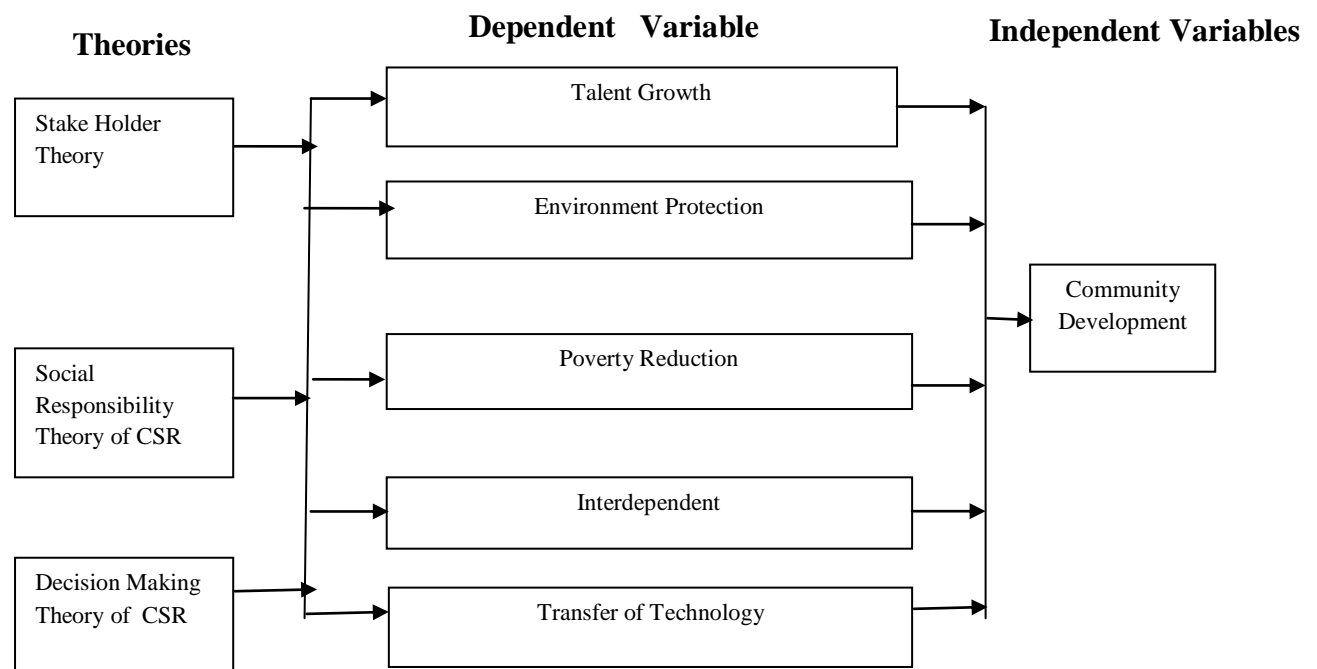
Dergisi (2009) characterizes a community as a gathering of individuals sharing a typical reason, who are related for the satisfaction of specific needs, live in nearness and interface all the time. In a network, there is a feeling of network which is characterized as the sentiments of participation, of duty to the gathering welfare, of readiness to impart transparently, and of obligation to and for others and to one's self.

In this manner, Community Development (CD) alludes to activities attempted by a network with an association with outer associations or partnerships to engage people and gatherings of individuals by furnishing these gatherings with the aptitudes they have to impact change in their own particular networks. These abilities are regularly thought around making utilization of neighborhood assets and building political power through the development of vast social gatherings working for a typical plan. network advancement is the way toward creating dynamic and practical networks in light of social equity and shared regard. it is tied in with impacting power structures to expel the hindrances that keep individuals from taking an interest in the issues that influence their lives (Dergisi, 2009).Dergisi (2009) advances the accompanying as the normal parts of corporate social obligation in network improvement: to share the negative outcomes because of industrialization-this is identified with expanding still, small voice centered commercial centers requiring more moral business forms. From the above significance of corporate social duty, it is unquestionable that corporate social obligation has suggestions on network and network improvement from multiple points of view. in light of the report of Towers Perrin (2009) corporate social duty is the third most imperative driver of representative commitment by and large. for organizations in the U.S. for example, an association's stature in the network is the second most critical driver of worker commitment, and an organization's notoriety for social obligation is likewise among the best 10 drivers.

The part of corporate social duty in network improvement utilized in this setting is any immediate and aberrant advantages gotten by the network as consequences of social responsibility of partnerships to the general network and social framework..

The common roles of corporate social responsibility in Community development are discussed below the diagram.

2.5 Operationalization of Variables



Helps in harnessing talents: Organizations with a notoriety for corporate social obligation can exploit their status and fortify their allure as an appealing manager by influencing their pledge to some portion of their offer for potential applicants. They trust their associations perceive and compensate awesome client benefit, act rapidly to address and resolve client concerns, and are driven by individuals in senior administration who act to the greatest advantage of clients.

A Corporate Social Responsibility program can be seen as an aid to alleviate poverty : An illustration is a Malaysian reality program Bersamamu of TV3 which is supported by Syarikat Faiza Sendirian Berhad (SFSB), a nearby undertaking cum-donor who reacts to government's interest to assist devastated network with improving their occupations (SFSB, 2009). SFSB gets assistance from the nearby

media organization TV3 for exposure and group of onlookers bolster. This TV program is centered around the existence reality of the defenseless and incident individuals in their survival.

Corporate Social Responsibility helps to protect environment: Some of the world's biggest organizations have made a very obvious duty to corporate social obligation. The organizations take the view that money related and ecological execution can cooperate to drive organization development and social notoriety.

Closer ties between corporations and community: Through corporate social obligation the presence of companies in the social framework is felt past recognition that enterprise is a place just to get business and makers of merchandise and ventures. Thusly, partnerships and the network remain in peace and agreement. This turns into a social capital that is basic in network improvement.

Role in transfer of technology (TOT): Closer ties help in exchange of innovation between multinational organizations that give worries on corporate social duty and networks in the host nations. Multinational organization is a company that has its offices and different resources in no less than one nation other than its nation of origin. Such organizations have workplaces as well as production lines in various nations and more often than not have a brought together head office where they facilitate worldwide administration. Barton (2007) centers around three systems of universal innovation exchange: the stream of HR; the stream of open segment innovation bolster; and the stream of private innovation from multinational organizations to creating nations.

Role of Corporate Social Responsibility in Community Development: his allude to activities by the association, organizations and foundations to the encompassing network through undertaking or projects because of the additions or benefit accomplished through business operation. Dergisi (2009) characterizes a network as a gathering of individuals sharing a typical reason, who are related for the satisfaction of specific needs, live in nearness and connect all the time. In a network there is a feeling of network which is characterized as the sentiments of collaboration, of duty to the gathering welfare, of ability to impart transparently, and of obligation to and for others and in addition to one's self.

In this manner, Community Development (CD) alludes to activities attempted by network with association with outside associations or enterprises to enable people and gatherings of individuals by furnishing these gatherings with the aptitudes they have to impact change in their own particular networks. These aptitudes are regularly focused around making utilization of nearby assets and building political power through the development of vast social gatherings working for a typical plan. Network improvement is the way toward creating dynamic and economical networks in view of social equity and common regard. It is tied in with impacting power structures to evacuate the boundaries that keep individuals from taking an interest in the issues that influence their lives.

Interdependency between a corporation and community: he nearby connection between a company and network is another part of corporate social duty part in corporate social obligation on the grounds that in long run it makes maintainable improvement. This could be seen e.g. Shell Foundation association in the Flower Valley in South Africa and Marks and Spencer in Africa. The corporate social duty ventures offer guides to neighborhood association and devastated networks. This unquestionably prompts economical network improvement (Wikipedia, 2009).

2.6 Chapter Summary

This chapter attempted to review a number of related and relevant literatures on the concept of corporate social responsibility. This chapter entails introduction to chapter two, theoretical literature review, Empirical literature review, Summary of research gap, conceptual framework and Operationalization of research as briefly detailed below.

Corporate social duty remains a rising and subtle idea for scholastics and a challenged issue for business administrators and their partners. Inferable from the scope of differentiating definitions, the idea of corporate social duty has prompted the development of an assortment of practices (Crane and Matten 2004; Welford 2004; Habisch and Jonker 2005; Fairbrass et al 2005:5). The idea of corporate social obligation has developed impressively since it initially rose in the 1950s (Carroll 1999).

Kenya's populace is dominantly provincial; with about 33% of tenants living in urban regions. The nation has a huge common asset base, offering huge potential for agribusiness and regular asset based tourism. Human advancement markers, for example, future, newborn child mortality, kid lack of healthy sustenance and grade school enrolment are for the most part appraised as of direct execution (UNDP, 2010:1). A 2010 survey of advancement towards the Thousand years Improvement Objectives (MDGs) presumed that Kenya was 'a long ways behind' the objective of dividing the extent of individuals experiencing hunger and 'slipping back' against the objective on baby mortality.

The nation determines around 65% of its total national output (Gross domestic product) from administrations, about 16% from farming and right around 20% from industry. Kenya's economy is more enhanced, with sensibly settled fare agriculture and tourism parts. This implies Kenya has had more prominent presentation than Zambia to the global corporate social obligation motivation, through store network weights on issues, for example, work rights (Kivuitu, 2005:2).

The idea of corporate social obligation has picked up energy in Kenya just as of late. This can be viewed as an outcome of new laws on corporate social duty, visit fiascos that happen in Kenya and the sensational endeavors of enterprises to market and brand their items and administrations.

"In 2002 the Kenya Capital Markets Specialist issued rules on great corporate administration for recorded open organizations. These are anyway to a great extent unenforceable and don't in any capacity say anything in regards to CSR. Essentially, the National Bank of Kenya's Prudential Rules for Organizations authorized under the Keeping money Act created at a similar period; don't address issues of corporate social duty 'X Gathii James, 2008 12). Nevertheless, the Kenya Agency of Benchmarks (KBS) was additionally associated with drafting rules on corporate social obligation.

Dergisi (2009) characterizes a network as a gathering of individuals sharing a typical reason, who are reliant for the satisfaction of specific needs, live in closeness and communicate all the time. In a network there is a feeling of network which is characterized as the sentiments of participation, of pledge to the gathering welfare, of

ability to impart transparently, and of obligation to and for others and in addition to one's self.

Subsequently, People group Improvement (Disc) alludes to activities attempted by network with association with outside associations or enterprises to enable people and gatherings of individuals by giving these gatherings the aptitudes they have to impact change in their own networks.

Network improvement is the way toward creating dynamic and manageable networks in light of social equity and common regard. It is tied in with impacting power structures to evacuate the obstructions that keep individuals from taking an interest in the issues that influence their lives (Dergisi, 2009).Dergisi (2009) advances the accompanying as the regular parts of corporate social obligation in network improvement.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY.

3.0 Introduction.

This part talks about the different parts of research approaches and systems that were utilized in directing the examination, these issues were talked about under the accompanying sub headings: The exploration plan, populace and testing outline, information gathering techniques, look into strategies and information investigation. These subtopics gave rule on how the examination was done. This will decide the quantity of respondents and how it will be achieved, how it will be finished.

3.1 Research Design

The research Design as indicated by Henon, (1998) alluded to an arrangement for gathering and using information so wanted data could be acquired with adequate accuracy or so theory or research inquiries could be tried legitimately (Henon, 1998.12). This examination embraced a descriptive research design in light of the fact that the investigation would answer some basic inquiries that were depleted by utilizing this technique. (Mugenda and Mugenda 2003.13) express that elucidating research depicts an exact profile of people, occasions or circumstances. The fundamental normal for this technique is that the specialist has no influence over the factors: he can just report what has happened or what is going on. This plan is additionally helpful in distinguishing factors and speculative develops which can be further be explored through different means. The examination endeavored to answer the inquiries identifying with the part of Flamingo corporate social obligation activities in tending to social administrations among networks in which it worked. Consequently elucidating research answered who, what, where question about marvels. This involved gathering information all together that theories or answer questions relating presented status of subjects examined.

The investigation utilized expressive plan the examination for which the design diminished an exact portrayal for the individual, occasions or circumstance (Saunders et al 2003). Descriptive investigation endeavor to depict or characterize a subject, frequently by making a profile of a gathering as issue individuals, occasion through

accumulation of information and classification of the frequencies on the exploration factors and there connection.

3.2 Target population.

The respondent size comprised of 320 host recipients of FHL corporate social responsibility activities. The recipients were acquired from schools, water activities and transport administrations set up by FHL in Hells Gate and in addition staff of FHL who likewise framed some portion of the network. This example size enabled us to make derivations to the bigger populace. This is on the grounds that concentrated the whole populace required longer time, gigantic assets and substantial work force to track every individual from the populace. Consequently an example illustrative of each portion of the example arbitrarily issued with surveys. The respondents were asked for to react to the polls genuinely and a confirmation given that every reaction was treated with a high level of secrecy in order to make trust in the respondents. It was from this populace of the undertaking that the report was gotten from. The outcome from the chose venture was utilized to make a speculation

Table 1: Target population

Position	Total number	Percentage
Management	19	6
Staffs	259	81
Local Resident	30	9.4
Authority	12	4
Total	320	100

Source: Author (2018).

3.3.0 Sample and Sampling Technique

The exploration utilized stratified Radom sampling, this is on the grounds that the populace focused on was homogeneous as there was distinctive classifications of people. In this manner the populace was isolated into strata.

The example that was taken could not avoid being taken was Radom inspecting this implied test would not be founded on the aggregate number of representatives inside

the ranch. Radom examining helped in getting the general photo of the level of expenses in the distinctive classes of work force inside the Farm. Descriptive studies say that 10% (percentage) of the accessible population was enough say that 10% (rate) of the available populace was sufficient. The table showed extent of the example that was taken and the proportion of the example was inspected

Table 2:Sample size

Position	Total	Radom sample	Ratio of sample
Management	19	2	10%
Staffs	259	26	10%
Local Resident	30	3	10%
Authority	12	1	10%

Source Author (2018).

Table 3:Target Population

Position	Total number	percentage
Management	19	6
Staffs	259	81
Local Resident	30	9
Authority	12	4
Total	320	

Source Author (2018).

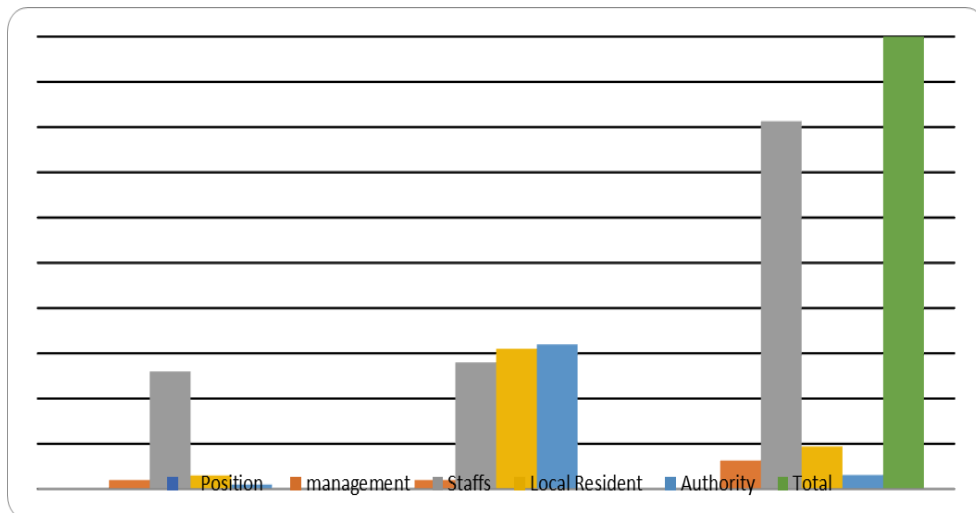


Figure 1: Population chart

3.4 Instruments.

The study employed a set of questionnaire for data collection. The questionnaires were filled by project administrator, company employees and the people around the project initiated. These group of individual was chosen because questionnaires had an advantage of collecting such data. It provided an easy accumulation of data (Bloom Quist 1985).

3.5 Pilot Study

A pilot considers a starter little scale ponder that specialists lead with a specific end goal to enable them to choose how best to direct an extensive scale look into venture. Utilizing a pilot study, a specialist can distinguish or refine an examination question, make sense of what strategies are best to pursuing it, and gauge how much time and assets will be important to finish the bigger adaptation, in addition to other things. The pilot study was done before the survey was embraced

3.5.1 Validity

Is the degree to which an instrument estimates what it should gauge and executes as it is intended to perform. It is uncommon, if about unthinkable, that an instrument be 100% substantial, so legitimacy is for the most part estimated in degrees. As a procedure, approval includes gathering and investigating information to survey the exactness of an instrument. There are various factual tests and measures to evaluate the legitimacy of quantitative instruments, which for the most part includes pilot

testing. The rest of this discourse centers around outside legitimacy and substance legitimacy.

An instrument that is remotely legitimate acquires populace Generalizability, or how much an example speaks to the populace.

3.5.2 Reliability Test

A test is viewed as being solid when it very well may be utilized by various extraordinary specialists under stable conditions, with predictable outcomes and the outcomes not differing. Unwavering quality reflects consistency and replicability after some time. Besides, dependability is viewed as how much a test is free from estimation blunders, since the greater estimation mistakes happen the less solid the test (Fraenkel and Wallen, 2003; McMillan and Schumacher, 2001, 2006; Moss, 1994; Neuman, 2003). Similarly, Maree and Fraser (2004) ask how far a similar test would create similar outcomes on the off chance that it was controlled to similar youngsters under similar conditions. This helps the specialist and instructor to make correlations that are dependable. The more mistakes found in an appraisal the more noteworthy its trickiness, and visa versa.

This section analyses a portion of the key contemplations that may emerge amid different strides in the information gathering process. There is no necessity that these means be taken after or sought after in the request that they are composed. The model introduced is offered as a kind of perspective instrument. How information is accumulated and broke down relies upon numerous components, including the specific circumstance, the issue that should be checked, the motivation behind the information gathering, and the nature and size of the association.

The primary thought is to ensure that any data gathered is done in a path and for a reason that is steady with the Code and consents to opportunity of data and security assurance enactment. In light of a legitimate concern for adequacy and effectiveness, it is prescribed that endeavors be made to gather information that will reveal insight into issues or openings. To ensure the believability and dependability of information, data ought to be accumulated utilizing acknowledged information gathering systems.

3.7 Data Analysis and Presentation

The study used non numerical data analysis. And the information obtained was summarized by the use of percentage, Tables and pie chart.

3.8 Ethical Consideration.

The connection amongst scientists and research members is the ground on which human research is led. The qualities set out in this segment – regard for individuals, inquire about legitimacy and honesty, equity, and usefulness – help to shape that relationship as one of trust, common duty and moral correspondence. Therefore, the National Explanation talks about research 'members' instead of 'subjects'.

While these qualities have a long history, they are by all account not the only qualities that could educate an archive of this kind. Others incorporate unselfishness, adding to societal or network objectives, and regard for social assorted variety, alongside the qualities that advise Esteems and Morals: Rules for Moral Direct in Native and Torres Strait Islander Wellbeing Exploration (NHMRC 2003).

However, the values of respect, research merit and integrity, justice, and beneficence have become prominent in the ethics of human research in the past six decades, and they provide a substantial and flexible framework for principles to guide the design, review and conduct of such research.

Researchers exercise beneficence in several ways: in assessing and taking account of the risks of harm and the potential benefits of research to participants and to the wider community; in being sensitive to the welfare and interests of people involved in their research; and in reflecting on the social and cultural implications of their work.

Respect for human beings is the common thread through all the discussions of ethical values. Turning to it as the final value is a reminder that it draws together all of the ethical deliberation that has preceded it.

3.9 Chapter Summary

This chapter discusses the various aspects of research methodologies and procedures used in conducting the study, these issues are discussed under the following sub headings.

The research design according to Henon, 1998 refers to a plan for collecting and utilizing data so that desired information can be obtained with sufficient precision or so that hypothesis or research questions can be tested properly (Henon, 1998.12). This study adopted a descriptive research design because the study answered some fundamental questions that we exhausted using this method. (Mugenda & Mugenda 2003.13) state that descriptive research portrays an accurate profile of persons, events or situations.

The respondent size consisted of 320 host beneficiaries of FHL corporate social responsibility activities. The beneficiaries were obtained from schools, water project and transport services established by FHL in Hells Gate as well as staff of FHL who also formed part of the community. This sample size allowed us to make inferences to the larger population.

The research used stratified Radom sampling, this is because the targeted population was homogeneous as there were different categories of persons. Therefore the population was divided into strata.

The sample that was taken was Radom sampling this means that sample was not based on the total number of employees within the farm.

This area plotted a portion of the key contemplations would have emerged amid different strides in the information gathering process. There was no prerequisite that these means be taken after or sought after in the request that they were composed. The model introduced was offered as a kind of perspective instrument. How information was accumulated and dissected relied upon numerous variables, including the unique circumstance, the issue that was observed, the motivation behind the information gathering, and the nature and size of the association.

The principle thought was to ensure that any data gathered was done in a route and for a reason that was steady with the Code and agreed to opportunity of data and security insurance enactment. The study used non numerical data analysis. And the information obtained was summarized by the use of percentage, Tables and pie chart.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.0 Introduction

This chapter present and discusses the analysis of the data informal collected from various respondents. This data is interpreted according to the research question and objectives. The data was analyzed using descriptive statistical tool such as tables and charts. The number of question especially open ended generated data of quantitative nature. The data provided information that formed the basis for the discussion and interpretation of the results. Qualitative analysis has to be presented in the form of descriptive evaluation of the data. The researcher also analysis the data collected by the ways of tabulation. This will be illustrating the qualitative changes of the variables and use of tables and graphs where applicable.

4.1 Quantitative analysis

The researcher surveyed a sample of thirty two employees drawn from the top management, staffs, Local Resident and Authority. All filled and returned the complete questionnaire but it taken some days to bring back the questionnaire.

Table 4.1 Response rate

	Questionnaire distribution	Frequency	Percentage
management	2	2	6.3%
Staffs	26	28	81.3%
Local Resident	3	31	9.4%
Authority	1	32	3.1%
Total	32		100%

Source Author (2018)

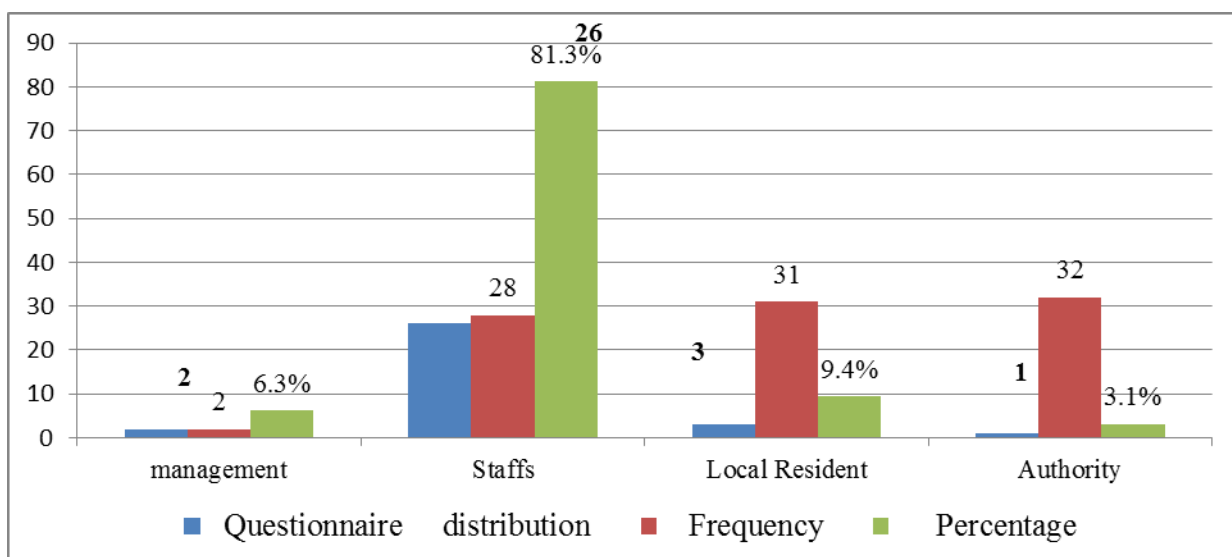


Figure 2: Response rate chart

From the above chart, it shows that 6.3 % of the respondent are management 81.3 % percentage are FHL Staffs 9.4% percentage are Locals 3.1% Percentage is Authority. These percentages reflect the spread of the sample of FHL CSR coverage area

Table 4.2: Age structure

Age	Total	Percentage
25-30	4	13%
31-35	15	48%
36-40	8	25%
Over 41	5	16 %
Total	32	100%

Source Author (2018)

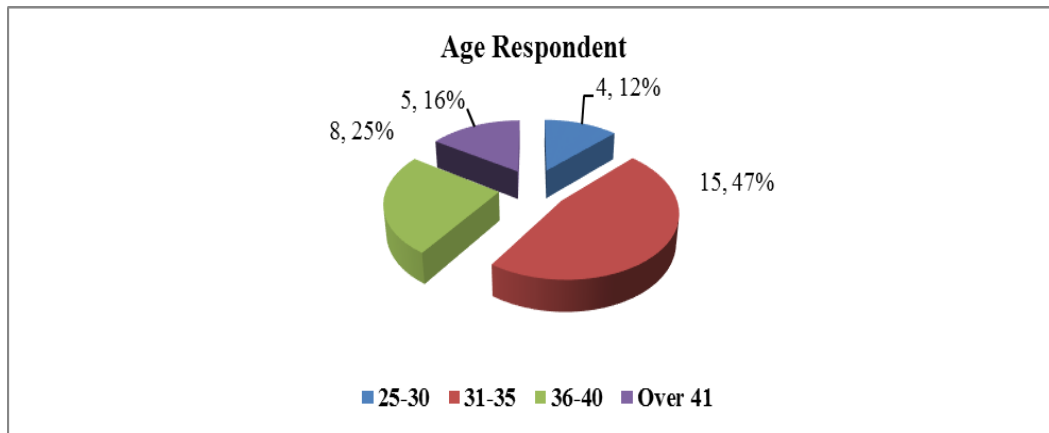


Figure 3: Age Respondent chart

The largest percentage of the respondent was within the age of 31-35 years at and the lowest was that of 25-30 years this is demonstrated from above graph.

Table 4.3: Gender analysis

Gender	Total	Percentage
Male	10	36%
Female	18	64%

Source Author (2018)

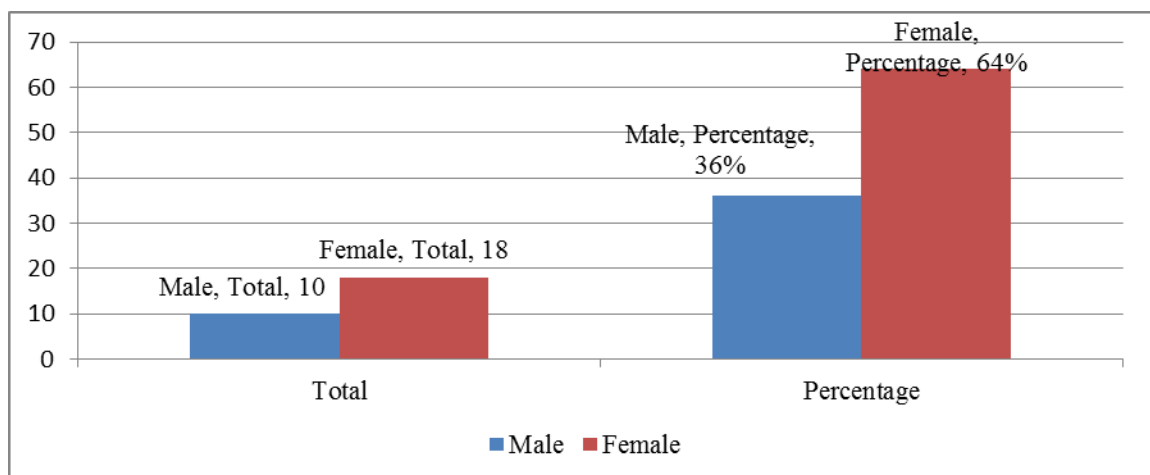


Figure 4: Gender Analysis chart

Based on the findings almost 64% of the samples taken were female and while 36% were male. This mean there is Avery big gap in gender parity in the area this is demonstrated in table 4.3

Table 4.4 Academic level of the employees.

Levels	Total number	Percentage
Primary	8	25%
Secondary	21	65.6%
University	0	0%
College	3	9.4%

Source Author (2018)

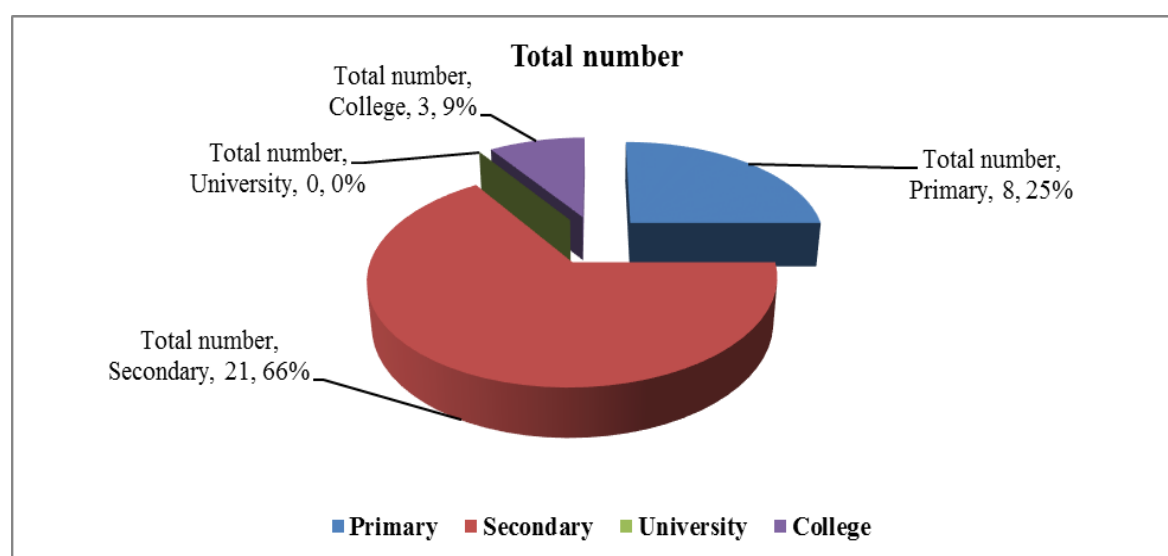


Figure 5: Academic level chart

The above table shows that the biggest percentages of the staffs and resident are secondary level at 66 followed by primary at 25% and finally the college at 9%. The

university had none of the staffs and this finding more effort is required to focus on issues affecting education in university level.

SECTION A

EFFECTIVENESS ON CORPORATE SOCIAL RESPONSIBILITY

Table 4.5 The organization has CSR policy.

Key :Strongly Agree (SA),Agree (A),Strongly Disagree (SD), Disagree (D)

Numbers	Respondent	SA	A	SD	D
2	Management	50%	50%	0%	0%
26	Staffs	77.9%	7.6%	7.6%	7.6%
3	Local Resident	0%	33.3%	33.3%	33.3%
1	Authority	0%	0%	100%	0%

Source Author (2018)

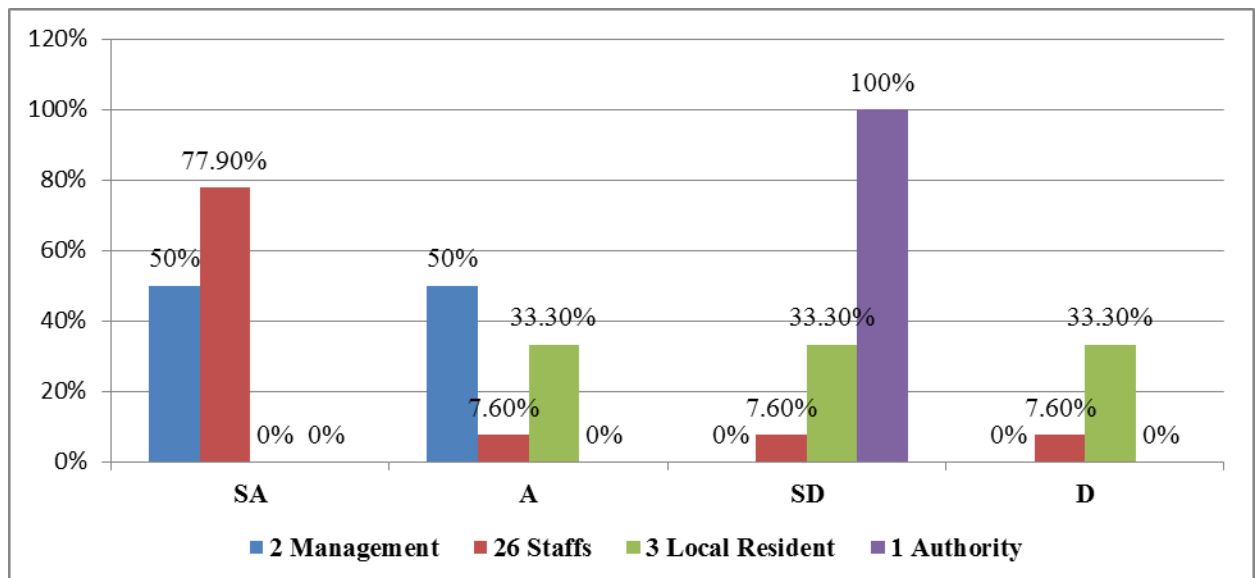


Figure 6: Organization CSR policy chart

A policy is a deliberate system of principles to guide decisions and achieve rational outcomes. A policy is a statement of intent, and is implemented as a procedure or

protocol. Policies are generally adopted by a governance body within an organization. From the above it shows that the biggest percent of the samples was occupied by the staffs with 77.9% who strongly agreed the organization has CSR policy which set the base line of the projects followed by management at 50% ,the rest of the respondent were below 50% after analysis.

Table 4.6 The flamingo horticulture support community Projects
Key :Strongly Agree (SA),Agree (A),Strongly Disagree (SD), Disagree (D)

Numbers	Respondent	SA	A	SD	D
2	Management	50%	50%	0%	0%
26	Staffs	57.70%	19.20%	15.40%	3.80%
3	Local Resident	0%	33.30%	33.30%	33.30%
1	Authority	100%	0%	0%	0%

Source Author (2018)

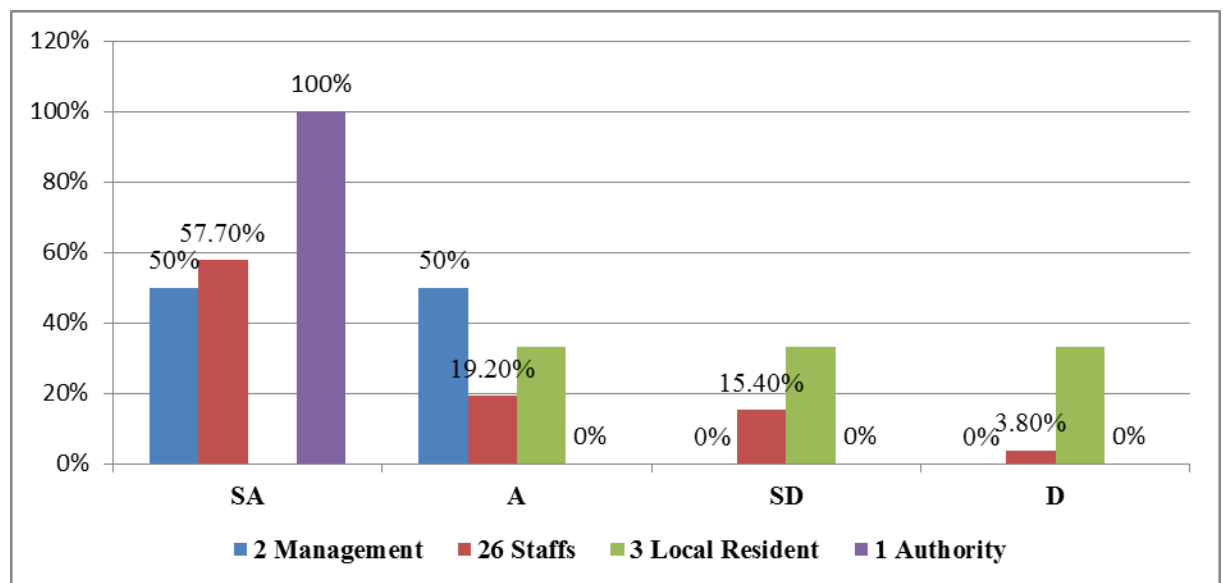


Figure 7: The Community Project chart

A community project is a term applied to any community-based project. This covers a wide variety of different areas within a community or a group of networking entities. Projects can cover almost anything, including the most obvious section of concern to any community, the welfare element. The data collected also showed that, 100% from the authority of the samples taken and analyzed strongly agreed that the

organization full support community projects through CSR programmes followed by staffs at 57.7% this is demonstrated in table 4.6 of the findings

Table 4.7 Corporate social responsibility projects affect the life of the community around.

Key :Strongly Agree (SA),Agree (A),Strongly Disagree (SD), Disagree (D)

Numbers	Respondent	SA	A	SD	D
2	Management	50%	50%	0%	0%
26	Staffs	76.90%	7.70%	7.70%	0.00%
3	Local Resident	0%	33.30%	33.30%	0.00%
1	Authority	0%	100%	0%	0%

Source Author (2018)

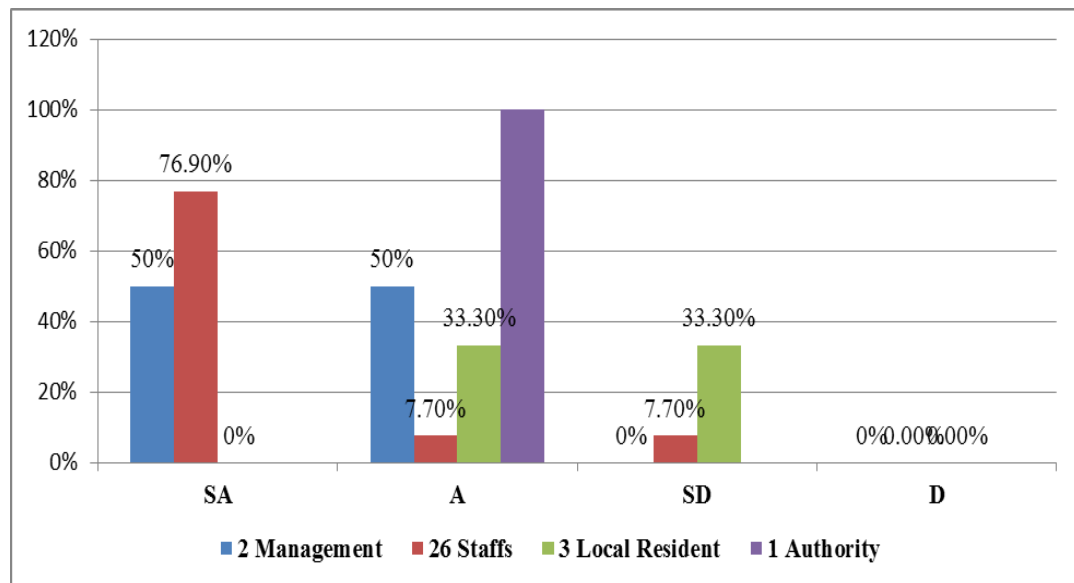


Figure 8: Effect of CSR project on life of community.

The present-day CSR (also called corporate responsibility, corporate citizenship, responsible

business and corporate social opportunity) is a concept whereby business organizations consider the interest of society by taking responsibility for the impact of their activities on customers, suppliers, employees, shareholders, communities and other stakeholders as well as their environment. This obligation shows that the

organizations have to comply with legislation and voluntarily take initiatives to improve the well-being of their employees and their families as well as for the local community and society at large. The finding provided some information related to change of standard of life to the community and staffs by the projects initiated, showed that 100% of the authority, 76.9% of the staffs, 50% of management strongly agreed that the project has changed their standard of life through CSR programmes this was demonstrated in table 4.7 of the findings as analyzed above

SECTION B

REVIEW THE PROJECTS WHICH HAVE BEEN IMPLEMENTED THROUGH CSR PROGRAMMES.

Table 4.8 Flamingo Horticulture support education projects.

Key :Strongly Agree (SA),Agree (A),Strongly Disagree (SD), Disagree (D)

Numbers	Respondent	SA	A	SD	D
2	Management	100%	0%	0%	0%
26	Staffs	92.30%	3.80%	3.80%	0%
3	Local Resident	33%	33.30%	33.30%	0%
1	Authority	0%	0%	100%	0%

Source Author (2018)



Figure 9: Education support chart.

Education is the process of facilitating learning, or the acquisition of knowledge, skills, values, beliefs, and habits. From the above samples taken analyzed data showed largest number of the staffs strongly agreed that the organization support education programmes.92.3% of the staffs strongly agreed ,100% of management .Despite of high support from staffs and management ,33.3% from resident and 100 % from authority strongly disagreed .This can be seen from the above table 4.8 of the finding

Table 4.9 The flamingo horticulture CSR support health Programmes.

Key :Strongly Agree (SA),Agree (A),Strongly Disagree (SD), Disagree (D)

Numbers	Respondent	SA	A	SD	D
2	Management	100%	0%	0%	0%
26	Staffs	96%	0%	0%	0%
3	Local Resident	33.3	33.3	0%	0%
1	Authority	0%	100%	0%	0%

Source Author (2018)

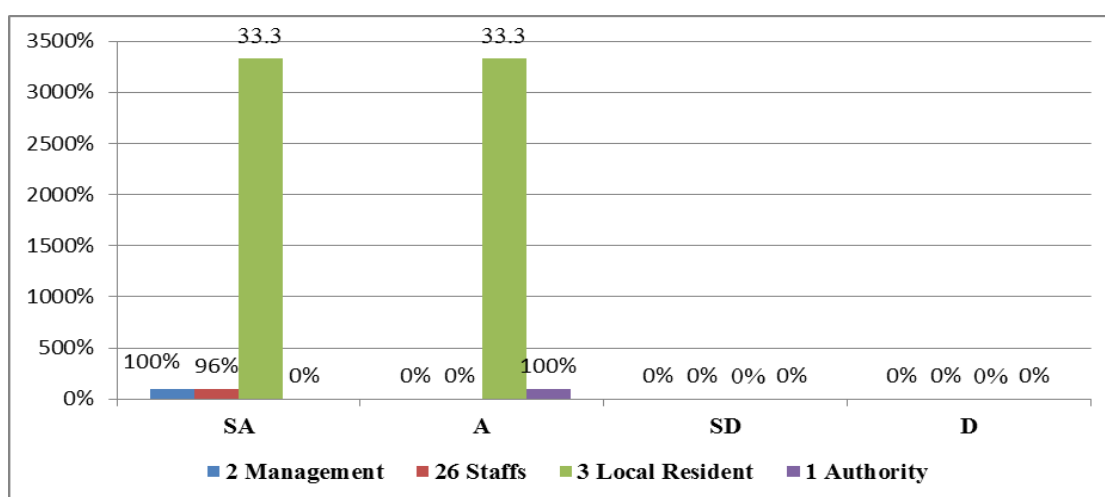


Figure 10: Health programs support chart.

CSR play a major role in the context by highlighting the performance of the hospital in a transparent and sincere way and result in better understanding from the

community about the challenges that are faced. Moreover, CSR help the healthcare sector to elaborate on social issues that could serve to improve their images and enhance the stakeholder engagement by making their performance indicators available to public. From the data collected we noticed that, the majority of the staffs at 96 % strongly agreed that organization support health programmes through CSR 100% from management,33.3% also strongly agreed .33.3% of the staffs and 100% of authority agreed this can be seen from table 4.9 of the findings demonstrated above.

Table 4.1.1 The organization help in environment protection and also management in the surrounding community.

Key :Strongly Agree (SA),Agree (A),Strongly Disagree (SD), Disagree (D)

Numbers	Respondent	SA	A	SD	D
2	Management	100%	0%	0%	0%
26	Staffs	88.50%	4%	4%	4%
3	Local Resident	33%	33.30%	33%	0%
1	Authority	100%	0%	0%	0%

Source Author (2018)

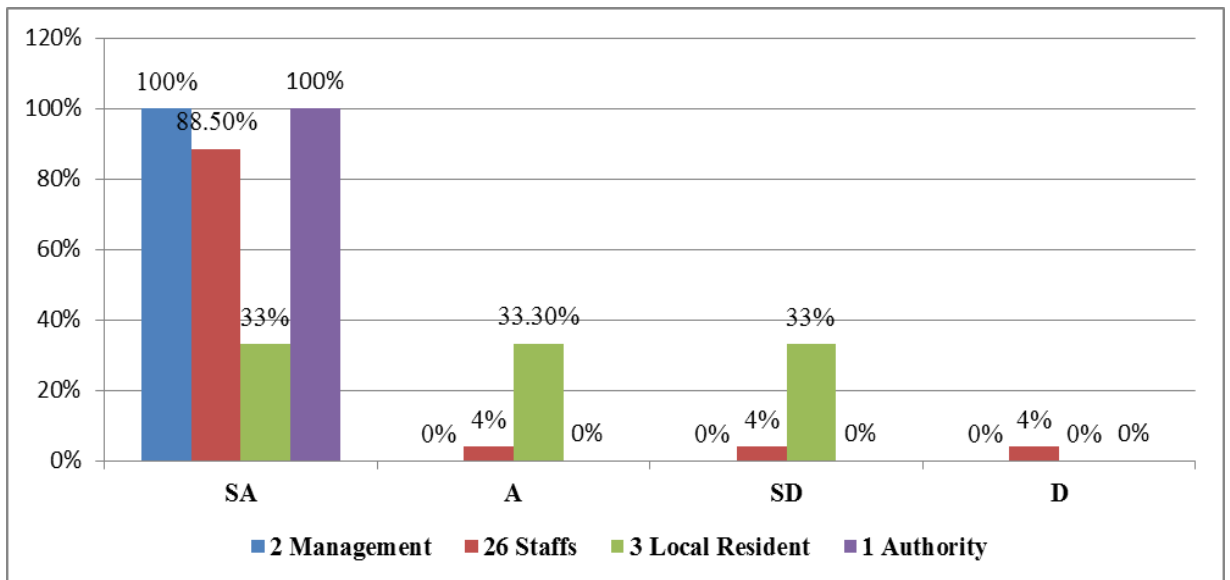


Figure 11: Environment protection support chart.

Corporate social responsibility, or CSR, refers to the policies established and efforts taken by businesses to affect a positive impact on their local communities and the planet as a whole. The biggest percentage from staffs at 88.5%, 100% from management and 33% of the finding showed they strongly agreed that organization care about the surrounding environment. 4% of the staffs, 33.3% of local resident agreed. 4% of the staffs, 33.3% of local resident strongly disagreed with the above issue and 4% of the staffs disagreed. This is well seen on demonstrated in table 4.1.1 of the data collected and analyzed

Table 4.1.2 The organization provides sport facilities and support Sport project.

Key :Strongly Agree (SA),Agree (A),Strongly Disagree (SD), Disagree (D)

Numbers	Respondent	SA	A	SD	D
2	Management	100%	0%	0%	0%
26	Staffs	76%	12%	12%	0%
3	Local Resident	0%	0%	33%	67%
1	Authority	0%	100%	0%	0%

Source Author (2018)

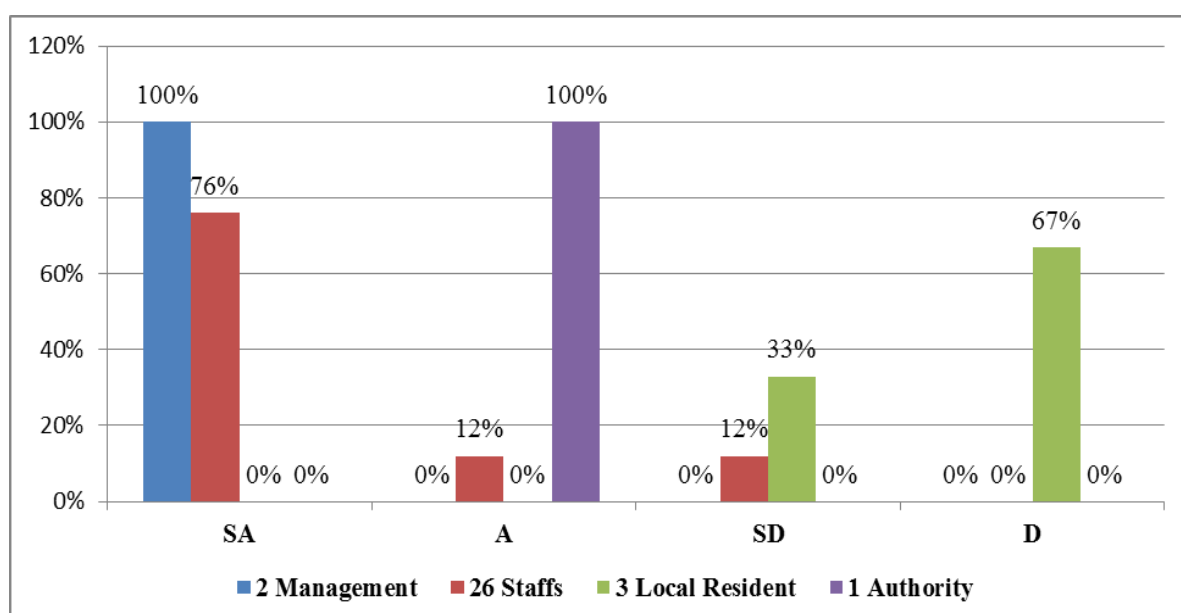


Figure 12: Sport facilities and sport project chart.

Companies are increasingly valued beyond their capability to maximize profits. Responsibility is one of the core issues in companies' strategies nowadays. Meanwhile sport and health professionals are facing challenges: inactivity among people and costs in grassroots participation are growing. Therefore, the relationship between sport and business around the phenomenon called corporate social responsibility (CSR) has grown as importance. Regarding provision of sport facilities and support Sport project 76% of the staffs and 100% of management strongly agreed, those who agreed were 12% from staffs and 100% from authority. Those who strongly disagreed were staffs at 12% and 33.3% from local authority. The 67% of the local resident disagreed that organization provide sports facilities and support sport projects. This was well demonstrated in table 4.1.2 of the findings.

SECTION C

CHALLENGES FACED BY ORGANIZATION WHILE IMPLEMENTING CSR PROGRAMMES.

Table 4.1.3 The organizations fully fund the CSR projects.

Key :Strongly Agree (SA),Agree (A),Strongly Disagree (SD), Disagree (D)

Numbers	Respondent	SA	A	SD	D
2	Management	100%	0%	0%	0%
26	Staffs	58.00%	12%	12%	0%
3	Local Resident	0%	67%	0%	0%
1	Authority	0%	100%	0%	0%

Source Author (2018)

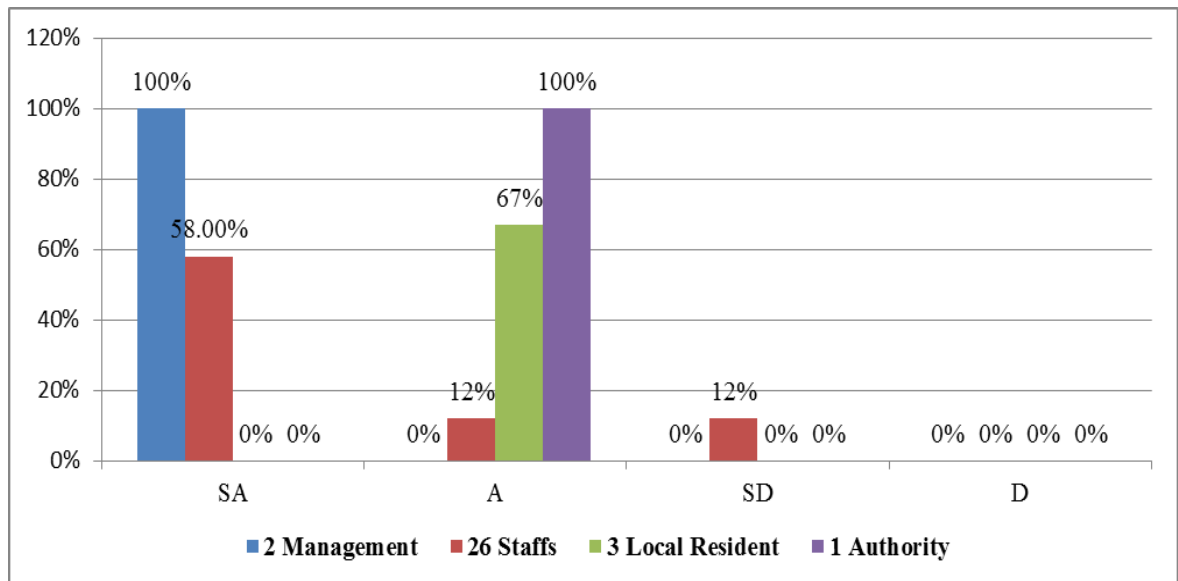


Figure 13: CSR project funds chart.

Companies that model exemplary behavior truly “walk the walk” of corporate social responsibility. Small companies as well as corporate giants that use this approach not only serve as models of social responsibility, they also influence social and economic trends that lead to better outcomes for the environment and society as a whole. From data above show that 100% of management, 58% of staffs strongly agreed organization fully fund CSR project, this is demonstrated from the table above, 12% of the staffs, 67% of the local resident and 100% of authority agreed on that but 12 % of the staffs strongly disagreed on the mentioned issue as shown on table 4.14 of the data collected.

Table 4.1.4 The politics of the day affects the implementation of CSR programmes.

Key :Strongly Agree (SA),Agree (A),Strongly Disagree (SD), Disagree (D)

Numbers	Respondent	SA	A	SD	D
2	Management	100%	0%	0%	0%
26	Staffs	58.00%	8%	4%	12%
3	Local Resident	100%	0%	0%	0%
1	Authority	0%	100%	0%	0%

Source Author (2018)



Figure 14: Effect of politic chart.

Each political factor influences the process of economic development within a country. It's important to note that political factors do not act alone. They interact with one another and with other factors that influence economic development, such as sociocultural norms, economics, and administrative. From the findings 100% from management, 58% staffs and 100% local resident strongly agreed that politic of the day affects the implementation of CSR programmes. The 8% of staffs and 100% authority agreed with the issue, 4% of the staffs strongly disagree and also 12% of the same staffs disagree. This is demonstrated in table 4.14 of the findings.

Table 4.1.5 The organization involves community/stakeholders during projects implementation

Key :Strongly Agree (SA), Agree (A), Strongly Disagree (SD), Disagree (D)

Numbers	Respondent	SA	A	SD	D
2	Management	100%	0%	0%	0%
26	Staffs	73%	3.8%	7.75	3.8%
3	Local Resident	66.75	33.3%	0%	0%
1	Authority	0%	100%	0%	0%

Source Author (2018)

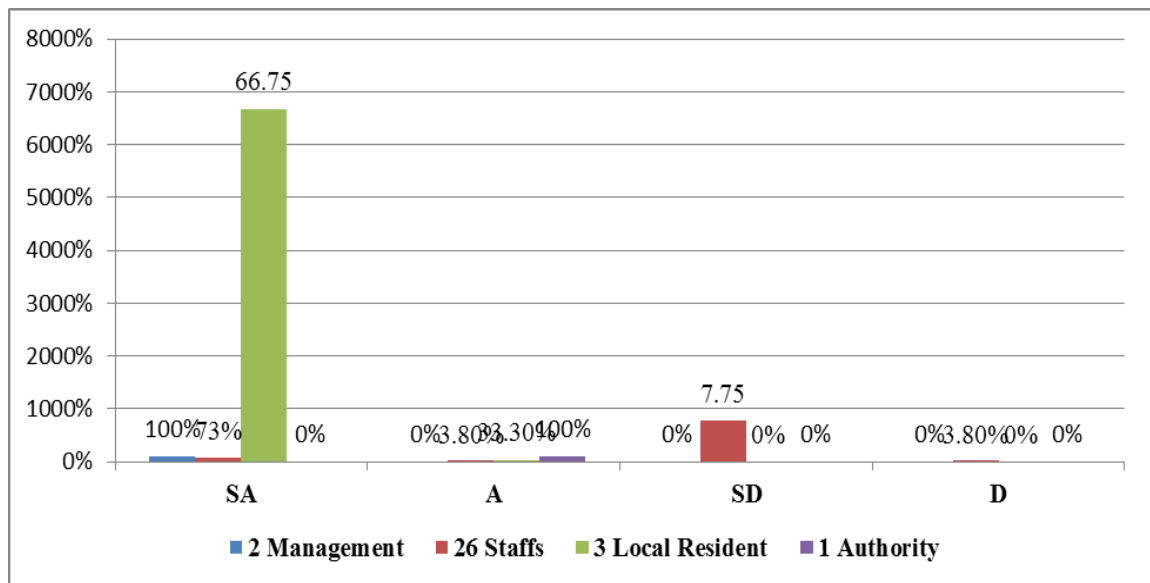


Figure 15: Involvement of stakeholder chart.

Community members, when given an opportunity to be informed and involved in the revitalization process, are or can be a critical factor to a project's success. Only an informed community can be part of the decision- making process, which then will lead to a sustainable revitalization project. The data collected and analyzed showed that 100% of management, 73% of the staffs and 66.75% strongly agree, 7.75% of the staffs strongly disagree as was well shown in table 4.1.5 of the findings.

Table 4.1.6 The effect of weather on implementation of CSR Projects.

Key :Strongly Agree (SA),Agree (A),Strongly Disagree (SD), Disagree (D)

Numbers	Respondent	SA	A	SD	D
2	Management	0%	100%	0%	0%
26	Staffs	57.7%	19.2%	7.7%	7.7%
3	Local Resident	0%	33.3%	33.3%	33.3%
1	Authority	0%	100%	0%	0%

Source Author (2018).

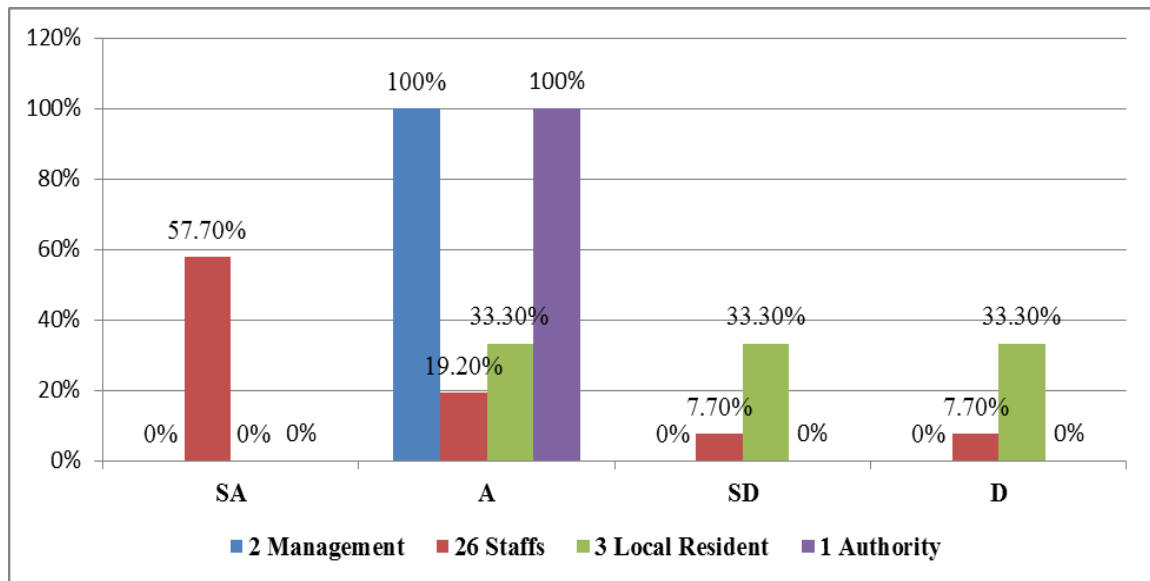


Figure 16: Effects of weather chart.

Weather conditions are factors over which no party to a contract has control (Farida and El-Sayegh, 2006). Assaf and Al-hejji (2006) refer to them as external factor to a project and by definition; these are occurrences that are seen to adversely impact on the smooth flow of work.

For construction projects, it can be considered as a critical factor for completing the project on time. Weather conditions might influence the availability of resources and thus the project manager's performance on the job, (Belassi 1996). According to the analyses it showed that 57.7% of the staffs strongly agreed, 100% of management authority, 19.2% of the staffs and 33.3% of the local resident agreed on this, 7.7% of the staffs, 33.3% of the local residents strongly disagreed. This was well demonstrated in table 4.1.6 of the findings.

SECTION D: IMPACT OF CSR IN THE COMMUNITY DEVELOPMENT

Table 4.1.7 Justification of the CSR Projects.

Numbers	Respondent	YES	NO
2	Management	100%	0%
26	Staffs	57.7%	30.8%
3	Local Resident	66.7%	33.3%
1	Authority	100%	0%

Source Author (2018).

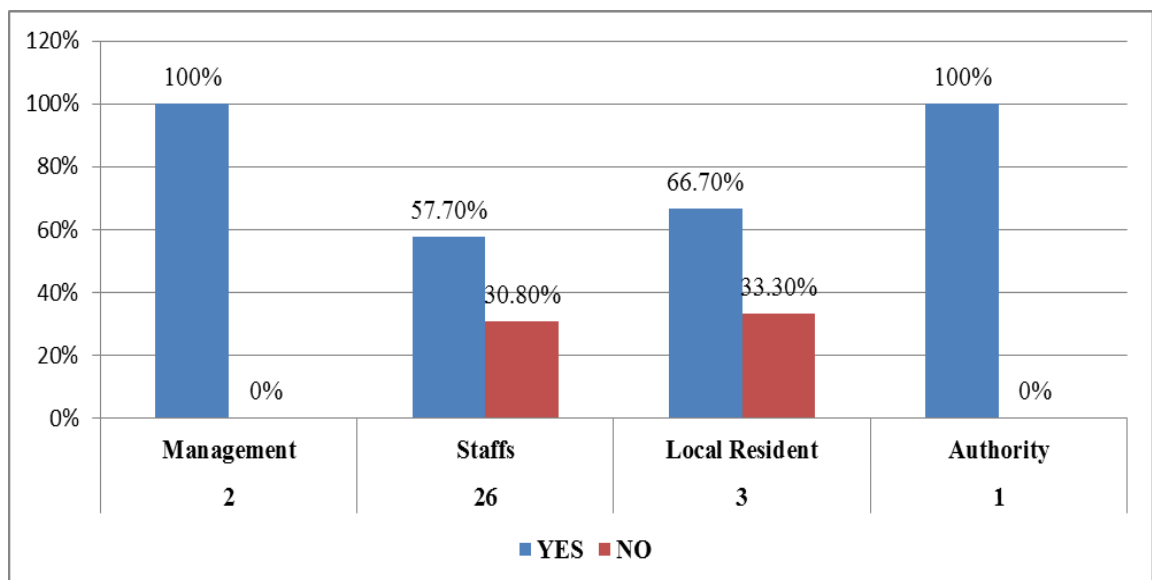


Figure 17: Justification of CSR projects chart.

The project initiator uses the results (current situation review and forecasts) of the environmental analysis to determine areas requiring improvement. It actually means generating a solution that can resolve the current issues and address future possible difficulties. Solution proposal is an attempt to propose a change to the current environment. From the finding above it showed that above 50% supported (yes) that it is possible to identify projected initiated through CSR programmes and other below

50% said not possible to identify the project (NO) as shown in the table and graph above.

Table 4.1.8 The result of CSR programmes in promotion of staffs at work place as a result of organization CSR projects.

Key :Strongly Agree (SA),Agree (A),Strongly Disagree (SD), Disagree (D)

Number	Respondent	YES	NO
2	Management	100%	0%
26	Staffs	76.9%	23.1%
3	Local Resident	33.3%	66.7%
1	Authority	0%	100%

Source Author (2018)

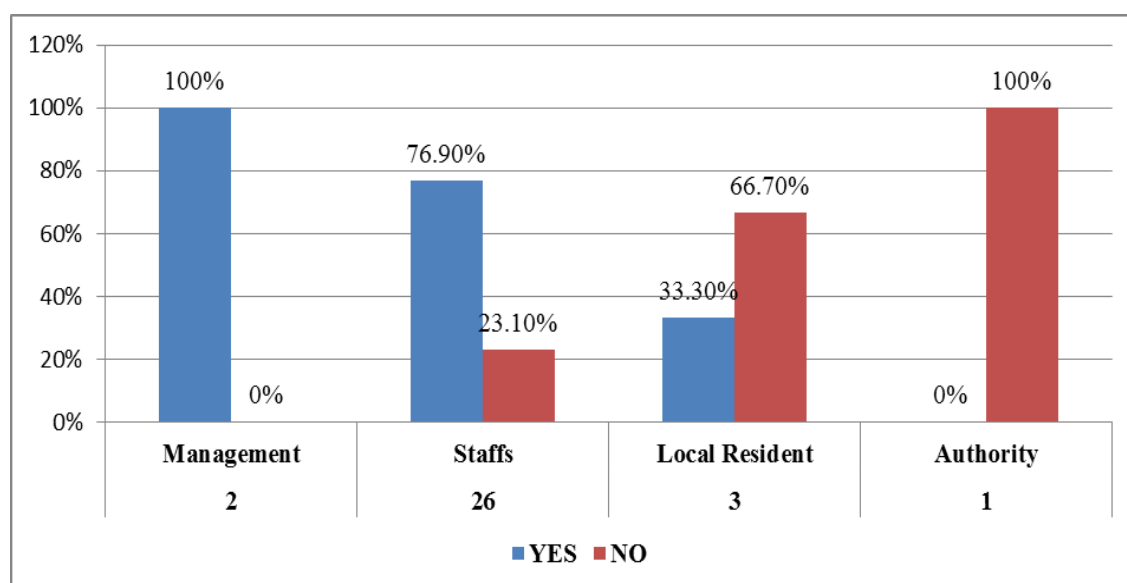


Figure 18: Promotion results chart..

The importance and benefits of employee promotions is not only a way to add more responsibilities to an employee but is a major form of boosting employee motivation

and morale. This results in high productivity and prevents your company from losing its valuable and important employee. The finding showed that 100% of management, 76.9% of the staffs said (yes) ,while 23.1% of the staffs,66.7% of the locals and 100% of the authority said (no) as demonstrated in table 4.1.8 of the findings.

Table 4.1.9 Reduction epidemic in the area as a result of health programmes.

Key :Strongly Agree (SA),Agree (A),Strongly Disagree (SD), Disagree (D)

Number	Respondent	YES	NO
2	Management	100%	0%
26	Staffs	88.5%	7.7%
3	Local Resident	66.7%	33.3%
1	Authority	100%	0%

Source Author (2018)

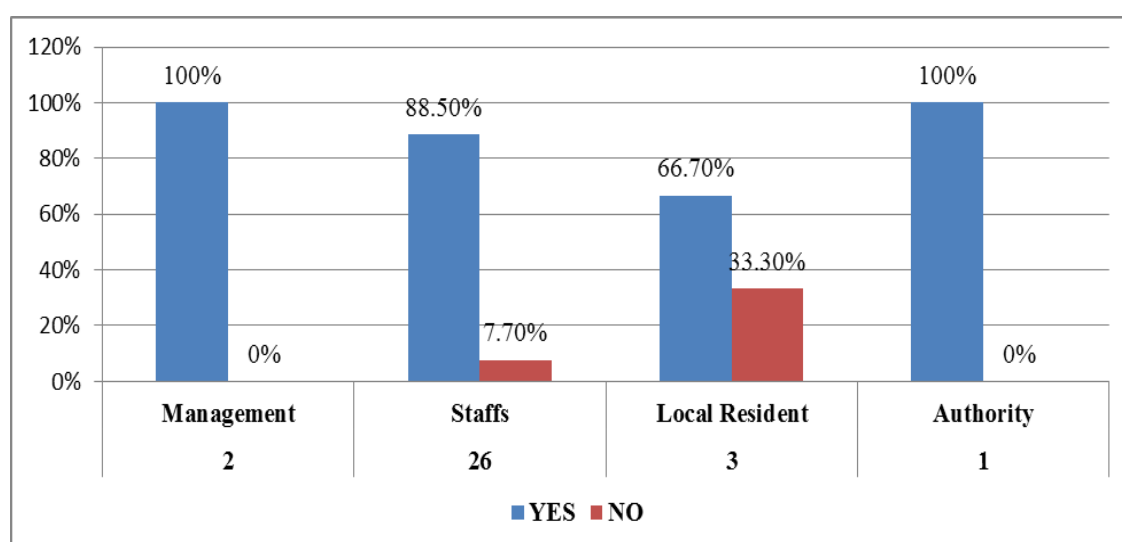


Figure 19: Reduction of epidemic chart..

That CSR is important to the health sector is unmistakable. And in most instances, health is a primary concern for the employer to promote CSR. Good health reduces absenteeism. School feeding programs mean stronger youth—which in turn generates

a stronger workforce. Maternal health is critical to the solidarity of the family. Well-functioning rural clinics can help stem disease outbreaks. From the findings we noted that 88% agreed that ,There was reduction of epidemic in the area as a result of health programmes and 20.5% disagreed with this issue as demonstrated in table 4.1.9 of the findings

Table 5.0 Reduced Anti-social activities in the area as a result of CSR programmes.

Key: Strongly Agree (SA), Agree (A), Strongly Disagree (SD), Disagree (D)

Number	Respondent	SA	A	SD	D
2	Management	50%	50%	0%	0%
26	Staffs	76.9%	15.4%	7.7%	0%
3	Local Resident	0%	33.3%	33.3%	33.3%
1	Authority	0%	100%	0%	0%

Source Author (2018)

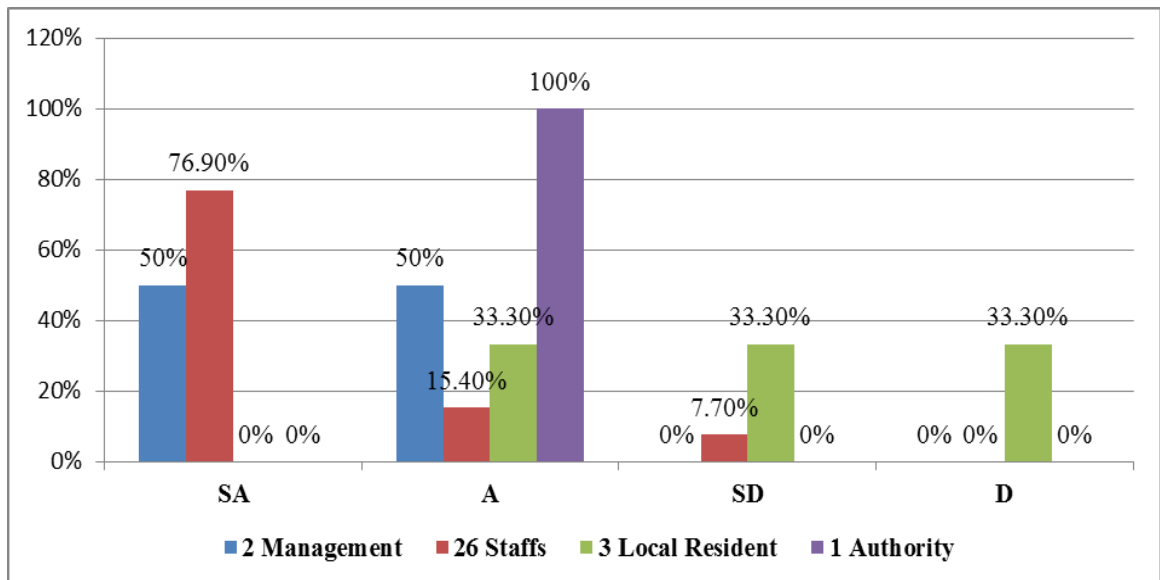


Figure 20: Reduction of Anti-social activities chart..

Anti-social behaviours are actions that harm or lack consideration for the well-being of others.¹ It has also been defined as any type of conduct that violates the basic rights of another person and any behaviour that is considered to be disruptive to others in society. This can be carried out in various ways, which includes but is not limited to intentional aggression, as well as covert and overt hostility. Anti-social behaviour also develops through social interaction within the family and community. From the finding above 76.9% from staffs, 50% from management strongly agreed anti-social activities in the area has reduced as a result of CSR programmes. Those who agree were management at 50% 15% staffs, 33.3% local resident, 100% authority, 7.7% of staffs, 33.3% of local resident strongly disagreed and 33.3% of local resident disagreed. As shown on the table 5.0 above

4.2 Limitations of the Study

As a result of the nature of the working conditions in the organization, it was not possible to interview managers who had tight schedules of work and those who were away on official duties. This caused to narrowing down of the sample size to the level which was available.

The study therefore limited itself to issues that could be discussed without compromising any part of the business aspect.

The authors identified a number of data collection challenges for dissertation research studies. While the authors of this manuscript conducted mixed methods, quantitative and qualitative studies, the challenges we present focus on what is relevant for qualitative studies.

The data collection challenges are reported below under the following themes:

Location,

Location is a critical component of the of data collection process (Gill, Stewart, Treasure, & Chadwick, 2008; National Science Foundation, 1997). The location influenced data collection in a manner that, more effort was required during the collection of the questionnaire since the respondent were from different location.

Duration of data collection,

The data collection process can be impacted by the length of the data collection instrument or by how long a participant will be engaged in the process of providing

data. Some of the respondent took their own time to fill the questionnaire which took more than a week to return them back for analysis.

Researcher fatigue,

In addition to factors discussed previously that cause participant fatigue, it is important to consider the fatigue that a researcher may experience. Completing a survey may be mentally taxing for the participant, while compiling the data collected, and caused fatigue on the researcher. Researcher fatigue can influence the information gathered during research and cause or affect the result out come.

Sensitive information.

Some of the managers who had been in the organization when the major CSR strategies and decisions were made had since left and their input could not be incorporated in the study.

CHAPTER FIVE

5.0 Introduction.

This chapter summarizes the findings of the research proposal and results presented in chapter four of the study as obtained from the field, as well as the conclusions that can be derived from the gathered and collected data. The chapter offers recommendations for actions towards policy Changes as well as further studies to be conducted in this area of corporate social responsibility Flamingo has been involved in corporate social responsibilities in Hells gate for a period of 4-10 years

5.1 Summary of the findings.

From the table 4.1 response rate, it shows that 6.3 % of the respondent are management 81.3 % percentage are FHL Staffs 9.4% percentage are Locals 3.1% Percentage is Authority. These percentages reflect the spread of the sample of FHL CSR coverage area. The largest percentage of the respondent was within the age of 31-35 years and the lowest was that of 25-30 years, this was demonstrated in table 4.1.

Based on the findings almost 64 Percentage of the samples were female and other 36% percentages being male. This mean there is Avery big gap in gender parity in the area this is demonstrated in table 4.3. The biggest percentages of the staffs and resident are secondary level followed by primary and finally the college. The university had none of the staffs as shown in table 4.4.

A policy is a deliberate system of principles to guide decisions and achieve rational outcomes. A policy is a statement of intent, and is implemented as a procedure or protocol. Policies are generally adopted by a governance body within an organization. From the above it shows that the biggest percent of the samples was occupied by the staffs with 77.9% who strongly agreed the organization has CSR policy which set the base line of the projects followed by management at 50% ,the rest of the respondent were below 50% after data analyzed. This was demonstrated in table 4.5 of the data collected and analyzed.

A community project is a term applied to any community-based project. This covers a wide variety of different areas within a community or a group of networking entities. Projects can cover almost anything, including the most obvious section of

concern to any community, the welfare element. The data collected also showed that, 100% from the authority of the samples taken and analyzed strongly agreed that the organization full support community projects through CSR programmes followed by staffs at 57.7% this was demonstrated in table 4.6 of the findings.

The present-day CSR (also called corporate responsibility, corporate citizenship, responsible

business and corporate social opportunity) is a concept whereby business organizations consider the interest of society by taking responsibility for the impact of their activities on customers, suppliers, employees, shareholders, communities and other stakeholders as well as their environment. This obligation shows that the organizations have to comply with legislation and voluntarily take initiatives to improve the well-being of their employees and their families as well as for the local community and society at large. The finding provided some information related to change of standard of life to the community and staffs by the projects initiated, showed that 100% of the authority, 76.9% of the staffs, 50% of management strongly agreed that the project has changed their standard of life through CSR programmes this was demonstrated in table 4.7 of the findings as analyzed

Education is the process of facilitating learning, or the acquisition of knowledge, skills, values, beliefs, and habits. From the above samples taken analyzed data showed largest number of the staffs strongly agreed that the organization support education programmes. 92.3% of the staffs strongly agreed, 100% of management. Despite of high support from staffs and management, 33.3% from resident and 100 % from authority strongly disagreed. This can be seen from the above table 4.8 of the findings.

CSR play a major role in the context by highlighting the performance of the hospital in a transparent and sincere way and result in better understanding from the community about the challenges that are faced. Moreover, CSR help the healthcare sector to elaborate on social issues that could serve to improve their images and enhance the stakeholder engagement by making their performance indicators available to public. From the data collected we noticed that, the majority of the staffs at 96 % strongly agreed that organization support health programmes through CSR 100% from management, 33.3% also strongly agreed. 33.3% of the staffs and 100% of authority agreed this can be seen from table 4.9 of the finding.

Corporate social responsibility, or CSR, refers to the policies established and efforts taken by businesses to affect a positive impact on their local communities and the planet as a whole. The biggest percentage from staffs at 88.5%, 100% from management and 33% of the finding showed they strongly agreed that organization care about the surrounding environment. 4% of the staffs, 33.3% of local resident agreed. 4% of the staffs, 33.3% of local resident strongly disagreed with the above issue and 4% of the staffs disagreed. This is well seen on demonstrated in table 4.1.1 of the data collected and analyzed.

Companies are increasingly valued beyond their capability to maximize profits. Responsibility is one of the core issues in companies' strategies nowadays. Meanwhile sport and health professionals are facing challenges: inactivity among people and costs in grassroots participation are growing. Therefore, the relationship between sport and business around the phenomenon called corporate social responsibility (CSR) has grown as importance. Regarding provision of sport facilities and support Sport project 76% of the staffs and 100% of management strongly agreed, those who agreed were 12% from staffs and 100% from authority. Those who strongly disagreed were staffs at 12% and 33.3% from local authority. The 67% of the local resident disagreed that organization provide sports facilities and support sport projects. This was well demonstrated in table 4.1.2 of the findings.

Companies that model exemplary behavior truly “walk the walk” of corporate social responsibility. Small companies as well as corporate giants that use this approach not only serve as models of social responsibility, they also influence social and economic trends that lead to better outcomes for the environment and society as a whole. From data above show that 100% of management, 58% of staffs strongly agreed organization fully fund CSR project, this is demonstrated from the table above, 12% of the staffs, 67% of the local resident and 100% of authority agreed on that but 12% of the staffs strongly disagreed on the mentioned issue as shown on table 4.1.4 of the data collected.

Community members, when given an opportunity to be informed and involved in the revitalization process, are or can be a critical factor to a project's success. Only an informed community can be part of the decision- making process, which then will lead to a sustainable revitalization project. The data collected and analyzed showed

that 100% of management, 73% of the staffs and 66.75% strongly agree, 7.75% of the staffs strongly disagree as was well shown in table 4.1.5 of the findings.

Weather conditions are factors over which no party to a contract has control (Farida and El-Sayegh, 2006). Assaf and Al-hejji (2006) refer to them as external factor to a project and by definition; these are occurrences that are seen to adversely impact on the smooth flow of work. For construction projects, it can be considered as a critical factor for completing the project on time. Weather conditions might influence the availability of resources and thus the project manager's performance on the job, (Belassi 1996). According to the analyses it showed that 57.7% of the staffs strongly agreed, 100% of management authority, 19.2% of the staffs and 33.3% of the local resident agreed on this, 7.7% of the staffs, 33.3% of the locals resident strongly disagreed this was well demonstrated in table 4.1.6 of the findings.

The project initiator uses the results (current situation review and forecasts) of the environmental analysis to determine areas requiring improvement. It actually means generating a solution that can resolve the current issues and address future possible difficulties. Solution proposal is an attempt to propose a change to the current environment. From the finding above it showed that above 50% supported (yes) that it is possible to identify projected initiated through CSR programmes and other below 50% said not possible to identify the project (NO) as shown in the table 4.17.

The importance and benefits of employee promotions is not only a way to add more responsibilities to an employee but is a major form of boosting employee motivation and morale. This results in high productivity and prevents your company from losing its valuable and important employee. The finding showed that 100% of management, 76.9% of the staffs said (yes), while 23.1% of the staffs, 66.7% of the locals and 100% of the authority said (no) as demonstrated in table 4.1.8 of the findings.

That CSR is important to the health sector is unmistakable. And in most instances, health is a primary concern for the employer to promote CSR. Good health reduces absenteeism. School feeding programs mean stronger youth—which in turn generates a stronger workforce. Maternal health is critical to the solidarity of the family. Well-functioning rural clinics can help stem disease outbreaks. From the findings we noted

that 88% agreed that ,There was reduction of epidemic in the area as a result of health programmes and 20.5% disagreed with this issue as demonstrated in table 4.1.9 of the findings.

Anti-social behaviours are actions that harm or lack consideration for the well-being of others.¹ It has also been defined as any type of conduct that violates the basic rights of another person and any behaviour that is considered to be disruptive to others in society. This can be carried out in various ways, which includes but is not limited to intentional aggression, as well as covert and overt hostility. Anti-social behaviour also develops through social interaction within the family and community. From the finding above 76.9% from staffs, 50% from management strongly agreed anti-social activities in the area has reduced as a result of CSR programmes. Those who agree were management at 50% 15% staffs, 33.3% local resident, 100% authority, 7.7% of staffs, 33.3% of local resident strongly disagreed and 33.3% of local resident disagreed. As shown on the table 5.0 of the data collected and analyzed.

5.2 Recommendations

The study recommends development of age-appropriate curricula to engage all organizations' at all levels in corporate social Responsibility. This will ensure that all age brackets are taken care of when corporate are undertaking their corporate social responsibility planning and implementation. The age appropriate curricula approach will ensure that when corporate are engaging in any corporate social responsibility it takes care of all the age groups. This approach will ensure that the interests of all individuals are taken care of. These curricula should be developed at corporate level through consultation of the planning in public and private sectors including the government and other governmental agencies that deal with enforcement of social and ethical business practices.

There is need for greater partnership for greater impact. Public Private Partnership (PPP) should be encouraged in order to realize greater milestones in the areas of corporate social responsibility. When likeminded partners come together the impact of the activities and initiatives will be greater as compared to when each corporate does it alone. When this happens we will see an expanded corporate social responsibilities programme with bigger impact in the society. These partnerships will ensure that organization at any level of the corporate ladder will strive to be part of

corporate social responsibility. Public private partnership should be encouraged even if there is no disaster but should be natured to provide long term solution to societal problems that the government is unable to deal with. Through these we will witness a society that has lesser social inadequacies.

Moreover this will lead to resource optimization thereby avoiding repetitions of projects by different organizations. Flamingo Horticulture should engage in fewer projects at a given period of time, from the study it was established that Flamingo was engaged in more than three activities in its CSR initiatives, although it is good to spread to almost all sector of the economy the impact will not be the same if this resources were used on much fewer projects within this area. The fewer the projects that Flamingo is involved in the better the result and consequently the greater the impact.

Through proper planning, Flamingo is able to come up with long term solutions to tackle social problems affecting the community. The company needs focus on the very pressing need at a time in order to achieve greater impact. More consultations and engagement should be encouraged between the community and the company throughout the formulation, planning and implementation of the CSR plan. This will result in programs and projects that are beneficial to the community and the company. This consultation will enable the company to identify real issues afflicting the society that needs to be taken care of by corporate social responsibility. This way the company will spend its budgeted resources on much needed project with greater impact. This consultation should start from within the company taking care of its staff views on the best way to carry out these programs. A two way symmetric communication model should the adopted were high level participation is encouraged. Although this may take longer but the end product may be worth the time spent

The government and the private sectors should come together and develop a CSR master plan with key deliverable for corporate organizations to plough back part of their profits to society.

These initiatives should be coordinated so as all sectors of the economy can benefits. This master plan should be nurtured in business ethics that organizations should observe as they do their business. This should move slowly with further consultation into a legislation requiring all corporate organizations to practice responsible business and furthermore take part incorporate social responsibility.

5. 3. Conclusion

From these Findings, it can be concluded that Flamingos corporate responsibility has played a positive role to the residence of Hells gate, by enabling them to access education through scholarships and Flamingo supported schools, water facilities, health facilities, and transport services to teachers.

These corporate social responsibility activities have demonstrated impact on the lives of communities that live around Flamingo installations in the areas that the study was conducted. From those findings, Flamingo has been instrumental in bridging the gap that was in there before these interventions were initiated. From the research, Flamingo was able to support the communities living around it by being socially responsible.

This in itself has been able to make the communities to view the company in a different light; the study showed that the community members viewed it as a partner who is able to assist in assisting the community in the time of need. Through these initiatives the company has been able to touch the lives of many, through scholarships and subsidized education in their schools, Flamingo has given children a future. Without it these children would not have seen a class room.

Through these partnerships Flamingo has been able to provide clean and reliable drinking water to the residents. Without these watering points the residents were exposed to hazards such as water born diseases. However because of the inability of the government to reach all its constituents and provide them with services, Flamingo being a responsible citizen moved in to bridge the gap by providing these services. Although it has not meet all the expectations of the host community in the provision of this services, the community has a sense of appreciation to the fact that this measures have indeed had an impact in their lives and this impact is indeed positive in nature. Therefore the role of Flamingo in provision of social services as part of its corporate social responsibility has had a positive impact in the host community.

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APPENDICIES

APPENDIX I: INTRODUCTION LETTER

Dear Respondent,

REF: REQUEST TO UNDERTAKE A STUDY

I am student at the Management University of Africa, School of management and leadership. I am pursuing degree in Bachelor of Arts in development Studies. As part of the coursework to fulfill my degree requirements, I am required to undertake a research for my thesis on the Role of Flamingo Horticulture Corporate Social Responsibility on community development: I am therefore kindly requesting you to answer the following questions to form part of the data for the research project. The information that is going to be given will be treated with the utmost confidence. Please tick in the box provided and fill your answers in the place provided.

APPENDIX II: QUESTIONNAIRE

Personal data of the correspondence

Gender

1. What is your gender? (Please tick as appropriate)

Male () Female ()

Age

2: Age: What is your age?

25 - 30 () 31 - 35 () 36-40, Over 41 years ()

Education

3. What is your Educational Qualification level?

Primary ()

Secondary ()

College ()

University ()

SECTION A

EFFECTIVENESS ON CORPORATE SOCIAL RESPONSIBILITY.

To find out the effectiveness of corporate social responsibility initiatives in meeting the social services.

Tick where appropriate in your organization that is: Strongly Disagree (**SD**), Disagree (**D**), Neutral (**N**), Agree (**A**), and Strongly Agree (**SA**).

Rating Scale Key

SA-5, A-4, N-3, D-2, SD-1

Key	SA	A	SD	D
The organization have CSR policy				
The flamingo horticulture support community Projects				
Corporate social responsibility projects affect the life of the community around				

SECTION B

REVIEW THE PROJECTS WHICH HAVE BEEN IMPLEMENTED THROUGH CSR PROGRAMMES

To review the projects which have been implemented through corporate social responsibility programmes.

Key	SA	A	SD	D
Flamingo Horticulture support education projects				
The flamingo horticulture CSR support health Programmes				
The organization help in environment protection and also management in the surrounding community				
The organization provide sport facilities and support Sport project				

SECTION C

CHALLENGES FACED BY ORGANIZATION WHILE IMPLEMENTING CSR PROGRAMMES.

To identify the challenges faced by Organization while implementing corporate social responsibility programmes.

Key	SA	A	SD	D
The organization fully fund the CSR projects				
The politics of the day affects the implementation of CSR programmes				
The organization involves community/stakeholders during projects implementation				
The prevailing weather affect implementation of CSR Projects				

SECTION D: IMPACT OF CSR IN THE COMMUNITY DEVELOPMENT..

Is it possible to show or identify projects that affect your life /Community?

A (Yes) B (No)

If no specify.....

Do we have some people who have been promoted in their work place as a result of organization CSR projects?

A (Yes) B (No)

If no briefly explain

Is there reduced epidemic in the area as a result of health programs?

A (Yes) B (No)

If No briefly explain.....

Anti-social activities have reduced in the area as a result of CSR programs.

A (Strongly Agreed) B (Agreed) C (Strongly Disagreed) D (Disagreed).

If no of the above briefly explain.....



Similarities

Web sources

1101

1	yennifersanchez13.blogspot.com https://yennifersanchez13.blogspot.com/2014/10/blog-post.html	0.07%
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